Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

Submitted Date: 3/15/2010 4:32:54 PM	**Easygrants ID: 4561**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** MYWAY VILLAGE, INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. Andrew Lowenstein

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	859935004
CCR # (CAGE)	5MZV4
Legal Business Name	MYWAY VILLAGE, INC.
Point of Contact (POC)	BRENDA LIMONE 6173281600 Ext. 308 blimone@mywayvillage.com
Alternate POC	ANDREW LOWENSTEIN 6173281600 Ext. alowenstein@mywayvillage.com
Electronic Business POC	BRENDA LIMONE 6173281600 Ext. 308 blimone@mywayvillage.com
Alternate Electronic Business POC	BRENDA LIMONE 6173281600 Ext. 308 blimone@mywayvillage.com

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	Mr.
First Name	Andrew
Middle Name	
Last Name	Lowenstein

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Suffix	
Telephone Number	617-594-5727
Fax Number	617-328-1771
Email	alowenstein@mywayvillage.com
Title	Chief Financial Officer

3. Additional Contact Information of Person to be Contacted on Matters Involving this Application:

Project Role	Name	Phone	Email
Secondary Point of Contact	Mr. Don , Samuelson	8474201732	dssa310@aol.com

4. Other Required Identification Numbers

Easygrants ID	4561
Funding Opportunity Number	500001
Catalog of Federal Domestic Assistance Number	**BTOP CFDA Number:** 11.557 **BTOP CFDA Title:** Broadband Technology Opportunities Program

5. Organization Classification

Type of Organization	For-profit Entity
Is the organization a small business?	Yes
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

6. Authorized Organizational Representative

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AOR	LOWENSTEIN, ANDREW
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: Getting Illinois Low Income Seniors and People with Disabilities Online

Project Description: This project will get 3,000 low income seniors and people with disabilities in 23 public/subsidized housing buildings and neighborhoods in Northern Illinois online by deploying computers, connectivity and the innovative Connected Living training program. The project will create over 100 jobs, and develop best practices transferrable to other state coalitions attempting similar efforts.

8. Other Applications

Is this application being submitted in coordination with any other application being submitted during this round of funding?

➢ No

Easygrants ID	Project Title

If YES, please explain any synergies and/or dependencies between this project and any other applications.

9. Is the Applicant exempt from the Department of Commerce requirements regarding individual background screening in connection with any award resulting from this Application?

➢ No, Applicant is subject to these requirements

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:

Name	Title	Employer

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Sarah Hoit	CEO	MyWay Village, Inc.
Andrew Lowenstein	Chief Financial Officer	MyWay Village, Inc.
Don Samuelson	Principal	DSSA

B. Executive Summary, Project Purpose and Benefits

Essay Question

10.   Executive Summary of the proposed project:

a.   The Problem: Only 30%, or 12 million, of America's 40 million seniors (65+ years old) use the Internet. An even lower percentage of poor, lesser educated, or minority Seniors go online. Less than 5% of the 3,296 seniors and people with disabilities who live in the 23 low income housing developments of this Illinois Senior Internet Adoption Coalition proposal currently use broadband. For all practical purposes, low income seniors in Illinois are not using the Internet.

This vulnerable population is missing out on the many educational, job training, informational and health benefits that Internet usage can bring. That, in turn, costs our society. For example, depression alone costs the United States $100 billion annually, yet studies show that Internet use by the elderly can cause a 20% reduction in depression. A 2009 Phoenix Center study concludes: "expanding Internet usage among the elderly may have significant economic payoffs."

b.   Approach to the Problem: We use a proven Internet adoption program called Connected Living Adoption and Sustainability Program ("CLASP") which ties technology, training and support together in a holistic and senior-specific way. This program directly confronts traditional barriers to Internet use by seniors.

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First, we focus on relevance to the specific priority needs of individual seniors. For each senior, we identify the interests and experiences that can be advanced through the Internet and then illustrate that advancement, whether it is staying connected with children and grandchildren, writing and sharing memoirs, accessing information via the web or accessing health care or government services. We start by teaching the basics of e-mail, web access and practical applications relevant to daily living. Our individual and group training then expands the Internet foundation skills upon which other and more advanced skills and applications can be built. A case management system ensures that the personal objectives of each senior in the program is identified and achieved.

Second, we make learning easy and convenient. The CLASP program uses off-line methods (video, individual instruction, discussion groups) as well as a simplified software to draw in seniors and demonstrate the practical benefits of the on-line world. Comprehensive instructional content is oriented to the actual interests of seniors. Finally, Internet awareness-raising and training is conducted by friendly "Ambassadors" (trainers) in the very housing communities, community spaces and units where residents live, so learning takes place in comfortable surroundings with neighbors in a controlled and semi-social setting.

Third, we eliminate cost as a barrier to Internet use. The computer learning center and all of the training are provided by the program and program partners. We also provide a free computer and Internet connectivity to each program participant who attends education and training programs and passes an Internet literacy and skills evaluation. Throughout the program, we will make aggressive efforts to minimize the costs of devices, connectivity and instruction during the period of the BTOP subsidy so that seniors will have the advantage of the lowest possible costs of Internet adoption when they are paying for the costs of service themselves. Our entire program is leading to an "end game" where seniors acquire and pay for Internet services within the structure of the marketplace.

Because subsidized senior housing is present across the country, the experiences of the demonstration projects made possible by this grant have the potential to be replicated (with appropriate local adjustments) throughout the country. We will evaluate the results of the awareness-raising and education and training efforts by creating a 2010 baseline of demographic and computer/Internet experience and use for each senior participating in the program and then use analytics and regular performance evaluations to determine progress and results. We will collect the experiences of each individual housing community so that a comprehensive

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knowledge-management database can be developed and experiences disseminated in an online format, including ideas and demonstrations developed by seniors themselves.

c.   Areas and Populations to be Served. The primary audience for this proposal is the senior and disabled residents living in low-income subsidized housing since they have the lowest usage of the Internet at present. Our secondary audience consists of the seniors living in the surrounding neighborhood and the local service providers working with building and neighborhood seniors. We have compiled detailed information about the demographics and Internet experiences and interests of building residents along with a list of current service providers to the building seniors, the nature of the services and how they are delivered. Building residents will have the advantage of an on-site computer learning center, broadband to their units and an Internet device, and the seniors on the waiting list and in the neighborhoods will receive awareness raising materials, invitations to group meetings, the controlled use of the computer center and access to the offline and online computer/Internet training materials.

d.   Qualifications of the Applicant. MyWay Village, Inc., one of two Coalition managers, has designed and implemented successful training and adoption programs in senior housing settings in Massachusetts and Illinois in the past two years, and has developed a Connected Living Internet Portal specifically for seniors (See Exhibit D). MyWay Village has detailed documentation regarding its experiences during 2008 and 2009 in providing the personal, one-on-one and online instructional programs at the core of the proposed program (See Exhibit E). The second Coalition manager - DSSA Strategies – was one of the core group that developed the Illinois Housing Development Authority in the 1960s and has 30 years of experience developing and managing subsidized housing as part of neighborhood development strategies in Illinois. DSSA Strategies also has 10 years experience operating resident services programs and onsite computer learning centers in Illinois senior buildings financed by HUD, the Chicago Housing Authority and the Illinois Housing Development Authority.

e.   Jobs Created: Each of the 23 buildings in this demonstration will have a team to plan and implement outreach, Internet awareness raising and education/training programs in small group and personal training settings. Each team will include a full-time instruction and training manager – a Community Program Manager - and a second "shared work" position filled by a volunteer or community service student. Since these positions don't exist in the marketplace at present, it is expected that all of the training managers will leave Coalition employment after one year, to be placed in a similar position. We expect that all of the first and second year training

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managers at the demonstration locations will move into other senior buildings and provide experienced training services to senior buildings not involved in this demonstration.

f.   The Cost of the Program: The overall cost of the proposed program will be $6,804,067. The breakdown of program components, described in great detail later in this proposal, is: Network infrastructure & connectivity distribution in 23 buildings: $1,056,735 (15.5%) (an average of $45,945 per building); Equipment, broadband access, installation and technical support costs for individual subscribers -- $2,186,622 (32.1%); Training program costs -- $2,764,969 (40.6%); Project evaluation and dissemination of best practices -- $300,000 (4.4%), and Project administration and other costs -- $495,741 (7.3%).

11.   Project purpose:

a.   Compelling Problem: The lack of Internet use by seniors leads to multiple problems that are costly and detrimental to our society. For example, the failure of seniors to keep connected to family and friends, their community and the world leads to isolation, depression and resulting health complications. Depression alone is estimated to cost the United States about $100 billion each year, so expanding Internet use among elderly should bring significant economic payoffs (Policy Paper No. 38, Internet Use and Depression Among the Elderly, Phoenix Center for Advanced Legal & Economic Public Policy Studies, 2009). Lack of broadband access and education also makes it more difficult for seniors to connect with government, healthcare and other support services. The world is rapidly moving toward an Internet-based economy. Being on the wrong side of the Digital Divide severely limits the ability of an individual to participate in the American systems. This project will provide broadband education, awareness, training, access and equipment, as well as stimulate demand for broadband in low-income senior housing.

Why are more seniors and people with disabilities not online? The 2009 Home Broadband Adoption report by Pew Internet & American Life Report, identifies four barriers that seniors cite for not having broadband at home: (1) Relevance -- their inability to see practical benefits from using the Internet; (2) Availability -- access to connectivity; (3) Price -- the cost of Internet use; and (4) Usability -- difficulties in learning to use and using the Internet.

b.   Effective Solution: Our program addresses each of the above barriers head on. First, we tailor Internet training to the specific interests of each individual senior, and purpose the adoption program around satisfying these needs, not "learning technology." Second, access to the Internet as well as group and individual instruction is provided both in the onsite computer

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learning center and in each of the residential units in the building. Each senior who receives four hours of training and passes a "driver's license" level of competence is given broadband connectivity and an Internet device. There is no lack of access. Third, the Internet device is free to the senior and connectivity is subsidized for the term of the BTOP grant. There is no cost barrier. Fourth, the Connected Living Adoption and Sustainability Program has been developed specifically for seniors and is extremely usable. The Connected Living Internet Portal has a simple and intuitive interface designed for and tested on seniors, and equipment includes adaptive input and other senior-sensitive components. Ambassadors provide training in the building where the senior lives, and group classes help to strengthen friendships and community. The resident Ambassador assigned to each building leads each senior through the Internet adoption continuum of the awareness of Internet benefits, education and training, practice, competency achievements, regular use and the final stage of becoming an Internet subscriber.

c. Broad Significance and Replication Potential of Proposed Solution: We will use the results of this demonstration to develop a report on the adoption and use of the Internet by low-income seniors living in public and Section 8 housing similar in concept to the OBI Working Paper for the FCC titled "Broadband Adoption and Use in America," by John B. Horrigan published in February 2010. The study will examine the demographics, Internet experiences and interests of 3,300 seniors living in low-income housing developments in Chicago, suburbs, small cities and towns in northern Illinois plus 45,000 others in the communities surrounding the housing. The study will examine the effectiveness of an intervention strategy consisting of awareness-raising, education and training designed to minimize the traditional barriers to Internet use by seniors through documentation, surveys and focus groups. The buildings selected to be part of the Illinois Coalition are representative of low-income senior housing found throughout Illinois and the nation. The study will build upon the work done in 2008 by Professor Adrian Kok of Dominican University to determine the effectiveness of various education and training methods through surveys and discussion groups involving computer instructors, social workers specializing in seniors and seniors themselves. The design and results of the training intervention will be made available to other providers of low-income housing and policy makers by the Benton Foundation on a project website and webinars throughout the demonstration. Some or all of the intervention techniques used in this demonstration could be used by all of the HUD low-income housing throughout the country, along with Low Income Housing Tax Credit senior buildings and non-profit & for-profit senior housing.

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d.   Service to Unserved and Underserved Areas. All of the low-income housing buildings involved in this demonstration are "underserved" with less than 10% of the residents having e-mail addresses, subscribing to a broadband service or using the Internet. We believe that the use of the Internet by low-income seniors living in the communities around the buildings is less than 20%, probably less than 10%. We will use awareness-raising efforts, surveys and State data funded by BTOP to determine the precise numbers in these areas.

e.   The Program Addresses Multiple BTOP Statutory Purposes. This proposal is responsive to four of the BTOP statutory purposes. All of the residents are "underserved." All of the buildings house "vulnerable populations" who are either low-income seniors or disabled. There will be broadband connections from public safety agencies to the building and to individual units. Finally, the overall objective of this proposal is to move as many low-income seniors as possible forward on the Internet adoption curve and as quickly as possible.

12.   Recovery Act and Other Governmental Collaboration:

HUD Capital Funds. Several of our Public Housing Authority collaborators received 2009 HUD Public Housing Capital Fund grants for construction projects upon which BTOP-funded equipment and training could be added to make those expenditures more efficient. In addition, all of our PHA collaborators will be considering requests for 2010 HUD Public Housing Capital Fund Discretionary Funds for additional construction purposes that will be helpful to the overall SBA services to the residents living in the building and neighborhood.

Potential Universal Service Fund Subsidies for Connectivity. US Congress is currently considering legislation that would enable low-income seniors who currently qualify for Universal Service subsidy for phone line connections and fees to use those connection and service subsidies for broadband connections. H.R. 3646 – The Broadband Affordability Act of 2009.

Center for Neighborhood Service Volunteers. The Coalition is requesting CNS volunteers from the Governor's Office to be used in each of the senior low-income housing buildings involved in this proposal. They will assist the Community Program Manager ("CPM") in: (1) promoting the value of the Internet to building and neighborhood seniors, (2) assisting with teaching and computer lab instruction and (3) building a community of senior Internet users.

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Workforce Development and Jobs Programs. Part time and home-based work for seniors will be increasingly important to their financial well being. Having access to the Internet in their units will be key to seniors in upgrading their skills, looking for employment or consulting work and in actually performing the work required by the job. We will work with WIA organizations in all our communities to identify part-time and home-based work for seniors.

Internet-Based Healthcare and Telemedicine. The health care system is increasingly oriented to helping seniors live independently and to using telemedicine and health monitoring strategies to minimize the frequency and costs of hospital and institutional care. The combination of broadband/Internet connections in senior housing and in individual living units of seniors will enable increasing amounts of health maintenance and care to be performed in low cost settings and without the inconvenience and cost of traveling to distant medical care.

Distance Learning and Internet-Based Education. Our program will access educational programs designed to assist seniors in keeping mentally active. Some will be available through community colleges. Others will be available for specialized services – like learning to use and benefit from computers and the Internet. Having a learning center and broadband connectivity to the individual living unit will allow seniors to access these Internet-based programs.

State Matching Funds. The State of Illinois has agreed to provide financial assistance consisting of 20% of this project's cost.

13.   Technology Strategy:

Technical and Operational Strategy: Our proposal is effective and appropriate because it is comprehensive; we provide all the equipment, service and support necessary to get a senior living community online in a cost effective manner. The program strives to create sustainable broadband adoption by seniors in low income housing by providing connectivity and infrastructure to small 'Computer Learning Centers' in each community where individual and group training takes place. After each trainee passes a basic proficiency evaluation, they are offered a subsidized personal computer and Internet connection in their residential unit. The individual computer/connection serves as an additional incentive to actively embrace the training program and becomes a stepping stone to sustainable adoption.

Infrastructure: Each facility requires network infrastructure and connectivity, to both the Computer Learning Center and to residential units. In some facilities, an incumbent cable

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provider has already installed a video network that can be upgraded to provide high speed data services. In those facilities that do not, new infrastructure can be installed as either a wired or wireless network. The approaches and costs of each of these alternatives is outlined in Exhibit H in the supplemental materials to this application.

Connectivity: Our proposal is to support 3 mbps download and 1mbps upload for each building resident and significantly higher capacities for the CLC. As mentioned above, connectivity would be provided by an incumbent or new provider, which ever is more cost effective on a building by building basis. A budget is provided in Exhibit H in the Supplemental Materials to this application.

Computers: Hardware requirements include both workstations that will be added to existing or new Computer Learning Centers and personal computers for residents. The Applicant has experience in procuring, installing and servicing Dell, HP, Apple and other computers, both in computer labs in senior living communities and in the residences of seniors. The Applicant will provide onsite support and ensure that old hardware is disposed of in an environmentally acceptable manner.

Training/Support Program: At the heart of the Connected Living Adoption and Sustainability Program is a team of "Ambassadors" who provide both onsite training and technical support. Ambassadors are recruited, hired, trained and managed by a regional management structure currently deployed by the Applicant in Illinois and outlined in the Supplemental Materials to this application.

In addition to onsite training and support, the Applicant offers a remote "Connected Living Center" with a toll free number which program participants can call for technical support. Connected Living Center agents are friendly and helpful, and are equipped with remote desktop applications which they use to walk new users through support or training issues.

14.   Innovative Approach:

The Connected Living Adoption and Sustainability Program ("CLASP") is an innovative approach to increasing broadband adoption by low income seniors in many ways.

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First, the program -- which integrates senior-friendly technology (simple software, adaptive computers) with individual training, group classes, engaging curriculum, and friendly support – is holistic and comprehensive.

Second, the program recognizes that adoption is a "process" not an "event." Our approach relies on instructors ("Ambassadors") and training that relates to each senior as an individual and succeeds by addressing and enhancing interests the senior already has. Computer and Internet skills are taught as the means to connecting to interests, people, ideas, and positive outcomes. The process is personalized, self-paced and oriented to self-interest of each individual trainee.

Third, our software – the Connected Living Internet Portal -- is innovative in itself by providing a simple, safe and secure set of online applications designed especially for seniors. We have invested 4 years of research, development and refinement to make sure that the portal reflects the needs of the senior and their extended community and are currently on our 3rd revision of the technology. The portal includes simple to use messaging, photo sharing, memoirs, calendars, interactive brain games, music and books, and wellness applications as well as lots of suggested content and curriculum to keep the senior engaged.

Fourth, CLASP utilizes a wide variety of methods including group meetings, videos, computer labs and one-one-one instructional sessions to sustain engagement and excitement. Our comprehensive library of Connected Living curricula, videos and webinars is used to stimulate engagement.

Fifth, CLASP overcomes the traditional barriers to senior Internet use including relevance, price, availability and usability by addressing all barriers comprehensively. During the term of the grant, we eliminate the cost of computers, connectivity and training as a barrier. Lessons and work plans are designed with the simplicity and security desired by seniors.

Sixth, we offer an unusual degree of "high touch" support for all components of our program including education, awareness, training, and equipment. Friendly help is built into our applications and training modules and delivered by our onsite Ambassadors and Connected Living Center. This is extremely important for increasing the comfort level necessary for seniors to sustain adoption.

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Seventh, with baseline information on demographics and Internet use for all seniors living in each low income housing development, we can assess and measure the results of each step of the path to sustainable adoption (awareness raising efforts, group training, the computer lab, training, subsidized devices and connectivity and the computer in the unit) to determine the best ways to get the largest number of seniors online.

15.   Is the applicant is seeking a waiver of the Buy American provision pursuant to section x.Q of the NOFA?

➢ No

16.   Is the applicant deliquent on any federal debt?

➢ No

If Yes, justification for deliquency:

➢ .

17.   Are you seeking a waiver of any requirement set forth in the NOFA that is not mandated by statute or applicable law?

➢ No

C. Partners

18.   Are you partnering with any other key institutions, organizations, or other entities for this project?
➢ Yes

If YES, key partners are listed below:

Project Role: Sub-recipient
Name: McGill, Randy
Email: rmcgill@kchail.com
Address 1: 185 N. St. Joseph Ave.
Address 2:
Address 3:
City: Kankakee
State: Illinois
Zip Code: 60901

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Organization: Kankakee Public Housing Authority
Organization Type: State or State Agency
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Barton, Kathleen
Email: kbarton@henrycountyhousing.us
Address 1: 100 Fairview Jct.
Address 2:
Address 3:
City: Kewanee
State: Illinois
Zip Code: 61443
Organization: Henry County Public Housing Authority
Organization Type: County Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Newman, Brent
Email: bnewman@gcha.us
Address 1: 1700 Newton Place
Address 2:
Address 3:
City: Morris
State: Illinois
Zip Code: 60450
Organization: Grundy County Public Housing Authority
Organization Type: County Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Cressman, John
Email: jcressman@rockfordha.org
Address 1: 223 South Winnebago Street
Address 2:
Address 3:
City: Rockford
State: Illinois
Zip Code: 61102

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Organization: Rockford Housing Authority
Organization Type: State or State Agency
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Gallardo, Mary
Email: mgallardo@riha4rent.org
Address 1: 227 21st Street
Address 2:
Address 3:
City: Rock Island
State: Illinois
Zip Code: 61201
Organization: Rock Island Housing Authority
Organization Type: State or State Agency
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Anderson, Susan
Email: sanderson@riha4rent.org
Address 1: 4141 11th Ave. A
Address 2:
Address 3:
City: Moline
State: Illinois
Zip Code: 60265
Organization: Moline Housing Authority
Organization Type: State or State Agency
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Morris, Henry
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Address 1: 6 South Broadway Street
Address 2:
Address 3:
City: Joliet
State: Illinois
Zip Code: 60436

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Organization: Joliet Housing Authority
Organization Type: State or State Agency
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Solan, Edward
Email: esolan@oakparkrc.com
Address 1: 21 South Boulevard
Address 2:
Address 3:
City: Oak Park
State: Illinois
Zip Code: 60302
Organization: Oak Park Housing Authority
Organization Type: City or Township Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: McCullough, Steven
Email: SMcCullough@BethelNewLIfe.org
Address 1: 4950 Thomas St.
Address 2:
Address 3:
City: Chicago
State: Illinois
Zip Code: 60651
Organization: Bethel New Life
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Dew, Donald
Email: Dewhsi72@aol.com
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Address 2:
Address 3:
City: Chicago
State: Illinois
Zip Code: 60644

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Organization: Habilitative Systems
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Wilson, Annetta
Email: Annetta.wilson@sbcglobal.net
Address 1: Sankofa House
Address 2: 4041 West Roosevelt Road
Address 3:
City: Chicago
State: Illinois
Zip Code: 60624
Organization: City of Chicago Department of Community Development
Organization Type: City or Township Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: David, Ben
Email: BSMA4@comcast.net
Address 1: 310 Milwaukee Avenue
Address 2:
Address 3:
City: Lake Villa
State: Illinois
Zip Code: 60046
Organization: Cedar Village Apartments
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Jaksic, Carolyn
Email: cjaksic@seniorlifestyle.com
Address 1: Senior Suites of Bridgeport
Address 2: 2825 South Halsted Street
Address 3:
City: Chicago
State: Illinois
Zip Code: 60608

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Submission to NTIA – Sustainable Broadband Adoption

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Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** MYWAY VILLAGE, INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. Andrew Lowenstein

Organization: Senior Lifestyle Corporation
Organization Type: For-profit Entity
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Contractor
Name: Walker, Warren
Email: wwalker@myatmosphere.net
Address 1: 820 Davis Street
Address 2:
Address 3:
City: Evanston
State: Illinois
Zip Code: 60201
Organization: Atmosphere Communications, Inc
Organization Type: For-profit Entity
Small business: Yes
Socially and economically disadvantaged small business concern: Yes

19.   Description of the involvement of the partners listed above in the project.

Overview. The Illinois Low Income Senior Internet Coalition is made up of a variety of low income housing providers throughout the northern tier of Illinois. They are in neighborhoods in the City of Chicago. They are from Cook County suburbs like Oak Park on the border of the City. They are from established cites in the collar counties of Chicago like Kankakee, Joliet and Waukegan and from outlying suburbs like Lake Villa in Lake County. They are from the county seats in rural counties like Morris in Grundy County, DeKalb in DeKalb County and Kewanee in Henry County. They are from metro areas like Rockford in north-central Illinois and Rock Island and Moline in western Illinois on the Iowa border.

Ten of the partners are public housing authorities. Five of the partners are private non-profit and for-profit owners with Section 8 operating subsidies from HUD. Several of the buildings primarily serve low-income disabled residents. Most of the buildings serve predominantly low-income seniors, with less than 20% of the residents being disabled. Some buildings are 100% black. Some are 100% white. Most serve multiple races.

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The common denominator is that all of the residents are low-income with resident populations where almost no one uses the Internet. All Coalition partners have indicated that their residents are not receiving the multiple benefits of the Internet because Internet training and support are not being provided through HUD programs or through the AAA programs financed by the Older Americans Act.

Detailed summaries of all the buildings of the Coalition partners are included in the final Exhibit of the supplemental materials. The summaries include: total units and unit distribution, independent living and assisted living, age groups of residents, education levels, ethnicity, income levels and English language fluency. They also include information on current Internet skills, interests and devices and an indication of the Internet/computer interests of the residents in over 10 categories of programs and applications on a scale of 0 to 10. The building summaries also the services presently provided to residents at the building, including Internet training and onsite computer labs and the local agencies and volunteer groups providing services to building residents.

Current Roles of the Coalition Partners. Coalition partners have helped to design and complete the building surveys describing the building demographics, identify the current broadband/Internet capacities and interests of the residents, the propose applications they thought would be of greatest interest to their seniors and the make-up of the local senior support systems. They have identified existing service providers to their buildings – in effect the "anchor institutions" for senior services – and organized them into a network to be supported by Internet communications. They have discussed the proposal with community leaders and garnered support, obtaining letters of support for the project. The partners provided considerable input by reviewing, commenting on and editing this BTOP application itself.

Benefits to the Coalition Partners.   The primary benefit Coalition partners will enjoy is the transformation of their communities through the active adoption of a valuable connectivity platform. Residents will finally get online, increase connections with each other and share experiences. Coalition members will meet an unmet resident need in a "turn key" manner for which they have no other alternative source of funding. They will get a comprehensive awareness-raising program, an education, training and Internet adoption system for their residents, an on-site computer learning center and computers for residents, dedicated staff including a Community Program Manager and staff, and free broadband connectivity for the life of the BTOP grant. The partners will become full participants in the local senior services support

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system by providing awareness-raising and training services to seniors in their communities through outreach, the portable CLC and programs in the community spaces and the CLC. In general, they will be able to achieve the objectives of the HUD Neighborhood Networks program: (1) to connect residents to community resources as efficiently and inexpensively as possible: and (2) to promote self sufficiency and "connectedness " in their residents.

Future Roles of the Coalition Partners: The building manager and staff will actively support the Community Program Manager and program staff, facilitating and supporting the work of the CPM, jointly working on building and community events, helping to identify and train residents to provide training and education in the future and promoting the work effort as fully as possible. The partners will be able to participate fully in the activities and discussions of the Coalition network so that they become comfortable in applying the experiences learned to other properties in their portfolios, including low-income family housing.

The Overarching Goal: Our general approach is to fund assets and a program in a low-income housing building that can develop into a community "hub" to promote collaborations among senior housing and service providers – using the leverage of broadband and Internet skills – who can share experiences within the local network and within the networks of other low-income housing providers. Our planning efforts have involved to the extent possible discussions with the local Area Agencies on Aging and their network of service providers. It is our expectation that this collaboration between the Coalition, partners and local AAA providers will continue indefinitely into the future.

D. Congressional Districts

20.   Applicant Headquarters

➢   Massachusetts

21. Project Service States
Illinois

22. Project Service Areas
Illinois - 7

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Illinois - 11

Illinois - 14

Illinois - 16

Illinois - 17

Illinois - 3

23. Will any portion of your proposed project serve federally recognized tribal entities?

➢ No

24. Indicate each federally recognized tribal entity your proposed project will serve.

25. Have you consulted with each of the federally recognized tribal entities identified above?

No

E. Community Anchor Summary

26. Community Anchor Institution	
Schools (k-12)	0
Libraries	0
Medical and Healthcare Providers	0
Public Safety Entities	0
Community Colleges	0
Public Housing	12
Other Institutions of	0

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Higher Education	
Other Community Support Organization	5
Other Government Facilities	0
TOTAL COMMUNITY ANCHOR INSTITUTIONS	17
27. Minority Serving Institutions	
Historically Black colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	0

F. Demographics

28.   Will your proposed project be specifically directed to serve vulnerable population groups?

➢   Yes

If "Yes" which vulnerable population groups will your proposed project serve? Check as many as apply:
Hispanic

Black/African-American

Disabled

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Low Income

Unemployed

Senior Citizen (55 and over)

Other:

29.   **Vulnerable Populations**

All of the residents to be served by our demonstration are "vulnerable." They are all low-income. In addition, they are all either senior citizens or disabled. Very few are employed. Almost all of the residents are either black or white. Virtually everyone speaks English.

Our General Approach Applies to Everyone: We have three core approaches which we will apply to all of our building residents. The first is to learn as much about the specific circumstances and interests of the resident as possible. This involves careful listening. Within the permissible discussion parameters relevant to the "disabled." What are the potential benefits and values of computer and Internet to the resident? What computer and Internet skills would be of most benefit to them? The second is to design an educational and training program with the limitations of the specific resident in mind. The initial elements of the assessment and training are one-on-one, highly individualized and interactive. The third is to provide ongoing technical and emotional support to the individual resident, along the lines of "case management" used in physical therapy and social work settings.

Language Needs: Our instructors are hired with language skills and cultural sensitivities most relevant to the residents of the building. For example, in communities with large Russian populations, both the building managers and educators will speak Russian. Our educational and training materials are already being translated into Spanish and will be translated into the other languages appropriate for the resident populations in this demonstration. We will also be using residents to help with translations in appropriate situations.

Serving Residents With Disabilities: Our educational and training materials and facilities have been designed with the traditional physical disabilities in mind: (1) sight; (2) hearing; (3)

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mobility; and (4) motor skills. Residents with mental disabilities pose a different problem. Housing providers of "independent living" facilities are limited in what they can learn about and do with residents with mental disabilities. Within these limits, and consistent with the stated objectives of the residents, individual programs are designed to serve the mentally disabled.

Preparation for Employment: We will be providing introductory Internet and computer training relevant to the job market – the Microsoft Office Suite – and assistance in connecting to local anchor institutions implementing the Workforce Investment Act. The achievement of workplace skills and employment can be extremely valuable and therapeutic to disabled residents. Part time and home-based work for seniors can be similarly valuable in adding to fixed income and in the careful budgeting of scarce resources. This is an area where our personalized "case management" approach to training is most valuable in developing workplace skills and in finding employment.

30.   Accessibility

General Accessibility: All of the buildings in this project meet the accessibility standards required by HUD. The buildings are wheelchair accessible. Entries to the building, the common areas and the individual units designed for people with disabilities meet HUD accessibility standards. There are elevators for transportation between floors. In addition, those buildings that currently have CLCs funded in part by HUD or State of Illinois meet the accessibility standards required by the relevant agencies. There is current monitoring of general accessibility standards. Most of the seniors have some learning limitations related to site, hearing and mobility and motor skills. But they are not "disabled." In addition, there are five properties in this demonstration where the majority of the residents are disabled, representing a variety of qualifying "disabilities."

Portfolio Properties with Majority Disabled Populations: In Rock Island, Spencer Towers has 199 residents, including 143 who are disabled, and Sunset Heights has 112 of 141 residents who are disabled. The disabilities include sight, hearing, mobility, motor skills and mental disabilities. Virtually all of the residents in Spencer Towers and Sunset Heights have very high interests in broadband/Internet and computer training. In Moline, Hillside Heights has 120 residents, including 101 who are disabled, and Spring Valley includes 182 residents of which 140 are disabled. The disabilities include sight, hearing, mobility, motor skills and mental disabilities. Habilitative Systems in Chicago has 60 units of housing for people with disabilities and a significant outreach program in the Garfield Park, Austin and North Lawndale

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communities in Chicago. The disabilities served in their client base also includes sight, hearing, mobility, motor skills and mental disabilities.

Developing a Database of Problems and Solutions: The core properties mentioned above will give us a wide and deep experience in dealing with the computer and Internet learning needs of people with disabilities. By just providing adaptive technologies to our existing resident populations this project will enable us to be a thought leader in providing effective training and in identifying useful applications and technologies for people with disabilities in all of our buildings and in the communities surrounding the buildings.

Sharing the Experiences We Develop: We will disseminate our experiences through an interactive website, blogs, webinars and other Internet-based communications so that all of the buildings in our network have access to our collective experience in helping people with disabilities use Internet-based technologies and programs. These experiences can also be shared via the Internet with other low-income housing around the country serving disabled populations.

31.   Other Languages

Determining Language Needs: Resident surveys for each building in our demonstration will determine the number of seniors for which: (1) English is the primary language; (2) English is the secondary language; and (3) the resident does not speak English. In categories #2 and #3 we will determine the primary or only language spoken by the resident. We will also survey community residents to gather the same information for seniors and disabled living in the community. These materials will determine the number of residents for whom Internet education and training in English would pose a practical difficulty.

Providing Internet Training in Other Languages: Connected Living is in the process of translating its Internet training curriculum to Spanish and has plans to translate into Russian, Chinese (Mandarin) and Portuguese. These languages were chosen based on the needs of the residents being served by Connected Living. Once our program establishes that a large number of building and community residents require Internet instruction in a foreign language, translation materials will be made, which current technologies have made increasingly simple.

Language Fluency and Cultural Sensitivity of the Instructor: More critical to success is bilingual instructors who can teach in both English and in the second language needed by residents. Ideally, these instructors will be comfortable with the language and culture of the residents and

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will be good teachers and managers. The particular background experiences, skills and job descriptions required for these bilingual Community Program Managers ("CPMs") are set out elsewhere in this proposal. Ultimately, non-English speakers can rely heavily on instructional materials and application portals in other languages to advance their Internet skills. However, at the onset of the Internet adoption journey, it is critical to have someone communicate with residents in their native tongue, so the only challenge is in understanding the instruction, not in understanding the language in which the instruction is given.

Using Residents to Help Translate Instructions: Next to a bilingual CPM or Assistant CPM, a bilingual resident is most helpful. Often a bilingual resident is involved in the same education and training as a resident who does not speak English; these residents are paired. The non-English speaking resident has training provided in the native tongue. The translator benefits by being obliged to learn the materials sufficiently well to explain it to another. Both the CPM and Assistant CPM provide individual instruction to the translator – in a variant on "train the trainer" – so that the translator also gets additional personalized instruction in computer skills and applications. With the number of buildings and residents involved in this demonstration and the emphasis on bilingual CPMs, it is likely that translating help will be available to every senior or disabled resident.

G. Project Budget

32. Project Budget	
Federal Grant Request	$4,751,808
Total Match Amount	$2,052,259
Total Budget	$6,804,067
Match Percent	30.2%

33.   Projects Outside Recommended Funding Range:

➢

34.   Sustainability:

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Sustainability Beyond the Funding Period: The basic objective of this proposal is to persuade low-income seniors through demonstration that there are sufficient practical and valuable benefits available through the Internet for them to actually pay for Internet service. This will only take place when seniors conclude that the practical values and benefits of Internet use are meaningful to them. The whole program – awareness-raising, assessments, one-on-one sessions, group classes, the Connected Living Internet Portal, connectivity to the units, video instructions to online applications relevant to seniors – is directed to one basic objective, getting seniors online and keeping them there.

Sustaining Broadband Adoption by Continuing to Provide Value: It is difficult and expensive to convert low-income residents into Internet users and subscribers. It takes a sustained effort and the demonstration of value. To keep seniors and people with disabilities online requires a continuing effort to connect residents to new programs and applications whose values are greater than their costs. These will include applications related to health care, government services, online purchasing and access to home-based, Internet-supported employment.

Programs and Efforts to Keep Connectivity Prices Down: The first strategy is to have buildings negotiate Internet prices at bulk rates to keep them as low as possible, particularly in those buildings where video cable exists and the incremental costs for the Internet is essentially the cost of the modem. Cable providers provide bulk rates for video in buildings, so opportunities exist to negotiate favorable multi-year bulk rates, particularly when the current take-rates in low-income senior housing are nearly 0%. The second strategy is to stay abreast of efforts to extend the coverage of the Universal Service Fund connection and service subsidies to broadband. This would take advantage of a federal broadband connectivity subsidy for low-income seniors and people with disabilities. This would keep the costs of connectivity low despite the increasing perceived value of programs and applications that are of importance to seniors.

Maximizing the Value of the Broadband to the Housing Providers: Housing providers can realize operating savings from broadband related to: (1) electronic security systems; (2) energy conservation programs related to gas, electricity and water; (3) monitoring and preventative maintenance programs for building mechanical systems; and (4) efficient use of maintenance and office staff through more effective communications between residents and management. Internet-based systems can maximize rent collections, costs related to tenant damage and the efficiency of the eviction process. We anticipate that the reduced costs and increased revenues

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available through Internet-based systems will eventually pay for all resident Internet training and communications.

35. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	Cash matches: a) Name: Illinois Department of Commerce and Economic Opportunity (DCEO) b) Funding Amount: $1,206,550 million (17.7% of total program budget) c) Type of Funding: Grant match d) Use of Funding: Bondable Capital Expenses (computer and broadband network equipment) e) Key Terms: -- State funding is contingent upon federal application being approved and the execution of a grant agreement with DCEO. -- State funding commitments are valid for projects that are awarded federal funding under the January 15, 2010 Notice of Funding Availability for the Broadband Technology Opportunities Program. -- State financial commitments will be made based on the information provided in the state application. Any significant change to the project scope of work and budget must be agreed upon by DCEO for the state funding commitment to remain valid. -- Upon the approval of the federal broadband proposal, DCEO and Applicant must execute a state grant agreement that includes the project scope of work and budget. -- The issuance of state matching funds is contingent on the cash available in the Build Illinois Bond Fund and valid state appropriations. -- This award is also contingent upon the project expenses being approved as bondable by the Governor's Office of Management and Budget.

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	In-kind matches: a) Name: Public Housing Authorities and other Partners b) Match Value: Various: $764,709 (11.2% of total program budget) (PHAs and other Partners have expressed willingness to match up to $774,080 over two years -- See breakdown of in-kind commitments in Exhibit A in Supplemental Materials) c) Nature of In-kind Contribution: Salary and benefits of staff assigned to and trained for administering program d) Eligibility under BTOP Eligible Cost Rules: Eligible direct cost as program labor e) Benefits Contributor will Derive from Project: Contributor's community will derive multiple benefits from the project including reduction in operating costs (activities programs, communications, etc.), improved delivery of services, more satisfied residents
Unjust enrichment	The project will not receive any Federal support for non-recurring costs with the exception of funds provided by this grant.
Disclosure of federal and/or state funding sources	This project has received a state matching grant in the amount of $1,360,813 from the Illinois' Department of Commerce and Economic Opportunity. A copy of the notification of the matching grant award is included in Exhibit L in the Supplemental Materials with this application.

36. Budget Narrative
Budget narrative   The budget for this project as proposed on SF-424 A can be broken down into four components: 1) equipment, installation and operation costs for computer labs where group and individual Internet training will take place -- $1,056,735 (15.5%); 2) training program costs -- $2,186,622 (32.1%), 3) subscriber equipment, broadband access, installation, and technical support costs -- $2,764,969 (40.6%); 4) and, Program evaluation and reporting costs -- $300,000 (4.4%); an 5) program administration and other costs -- $495,741 (7.3%). The total amounts for each of these components per subscriber are: 1) Lab equipment -- $271, 2) Training -- $709, 3) Individual subscriber

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	equipment -- $561, Project evaluation and reporting -- $77 and 5) Program Administration -- $127. The purpose of the overall project budget is to implement as cost efficiently a program that will maximize sustained broadband adoption in the 23 communities included in this demonstration project. Efficiency will be achieved by a) procuring the technology whose overall two year cost (purchase, installation, maintenance, service) will yield the lowest cost, b) paying labor (project administrators, instructors, staff) a fair but not excessive wage, and c) achieving in-kind contributions from partners and recipients whenever possible. The spending plan deploys capital as required: Procuring equipment for and setting up computer labs as well as the hiring and training of staff and instructors comes first, and $1,180,000 will be requested for the first three months of the project. -- Training programs begin as soon as instructors are on site but continue for the entire 24 months of the program -- Trainees qualify for a computer and Internet access in their resident unit after they complete 4 to 6 hours of individual instruction and pass a basic proficiency evaluations. This should first happen in the third month of the program and funds for subscriber equipment, installation and support will be deployed thereafter for the duration of the project.
Budget reasonableness	The budget included in this application is both reasonable and supportable. The cost per subscriber of $2,291 includes the costs of attracting, equipping, training, and supporting broadband subscribers for up to two years. This price includes a reasonable amount ($736) for the all-in costs of providing a computer, adaptive input devices, broadband connection equipment and broadband access for two years. The price of training ($931) includes 20 hours of individual instruction over two years, the option to attend over 200 hours of group classes, senior-friendly Internet applications, and additional online tutorials and content. This cost is considerably less than the $2,000 price the project applicant charges to private pay senior living providers, or the price of less successful third party instruction options.
Demonstration of need	None of the Participating Housing Providers Can Fund This Proposed

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Program: All of our Partners in their letters indicated that they could not implement this much-needed program without BTOP funding. See the Partner letters in the Uploads.

HUD Does Not Fund the Program Elements Proposed in this Demonstration: All of the buildings in this demonstration receive their capital and operating funds from the HUD Office of Public and Indian Housing or the HUD Office of Multifamily housing. HUD has no programs to fund the types of Internet awareness-raising, education, training, computers or connectivity elements represented in this proposal. During 2010 and 2011, none of the Coalition housing providers have the initial capital or operating funding to undertake the work proposed in this demonstration.

The Older Americans Act Does Not Fund Computer Equipment or Training: Neither the Area Agencies on Aging nor the State Department on Aging provide funding for computers for awareness-raising, computers and training. The AAA and its service provider agencies are aware of the potential efficiencies in service delivery that could be possible if more AAA services were available online and the seniors receiving the services had computers, Internet connections and the capacity to connect with service providers online. The Illinois Department of Human Services developed a major marketing campaign within the lat four years promoting "Services On-line Not In Line." There is a great cost in terms of travel, inconvenience and time when seniors need to access services by traveling to a service provider, waiting in line, completing the transaction and then reversing the trip back home. The first step is for the service provider to develop interactive websites and be prepared to provide information, forms and services on-line. The second step is for seniors to have the equipment, connectivity and skills to access and use the on-line service delivery system. There is no funding from the AAA for the types of awareness-raising, education and training which are the core elements of this proposal.

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	Funding This Program Can Not Be Done Now By Other Means: There is legislation being discussed in Washington related to amendments in the Universal Service Act that would allow connection and operating subsidies for Internet use by low-income residents. The annual upgrading of personal computers by business, education and government requires that millions of computers are discarded every year. Computer refurbishing centers can be set up anywhere in the country to supply computers to low-income seniors and the disabled. It is likely financing solutions will be available in the future - the combination of refurbished or thin client" computers, Universal Service subsidies and improvements in on-line and video instruction - will enable the combination of devices, connectivity and training to be provided at affordable prices. However that is not the case today.

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37. Funds to States/Territories

States	Amount of Federal Grant Request
Illinois	4,751,808

Funds to States/Territories Total: $4,751,808

H. Historical Financials

38. Matching Funds			
	2007	**2008**	**2009**
Revenue	0	104,623	404,027
Expenditures	676,356	1,824,289	2,412,070
Net Assets	49,625	164,959	812,725
Change in Net Assets from Prior Year	43,644	115,334	647,765

Broadband Non-Infrastructure Application
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Bond Rating (if applicable)			

I. Program Benefits

39. Jobs	
How many direct jobs-years will be created from this project?	52
How many indirect jobs will be created from this project?	33
How many jobs will be induced from this project?	19

40.   Methodology used to estimate jobs:

Under the Council of Economic Advisor guidelines to job creation estimates, the $4,751,808 of government spending requested for this project would create 52 job years at $92,000 per job year including 33 job-years from Direct and Indirect Effects and 19 job-years from Induced Effects. However, the applicant has built a specific number of new jobs into the program budget. These include 42 job-years from full time "Community Program Managers" each paid $32,000 per year plus health care benefits and 5 job-years from 8 full time "Ambassadors" each paid $28,000 per year plus health care benefits. In addition, the program will create up to 20 part time positions for Ambassadors that will pay $14 per hour plus benefits worth 18% of that hour wage for a total of $16.52 per hour. The 35,711 part time instruction hours this project will require are equivalent to an additional 20 job-years.

Finally, this project will require five staff positions to hire, train and manage the full time and part time instructors, to procure and maintain project equipment and to administer the grant. These five jobs, one of which will be phased out after the first year, will add an additional 9 job-years. In sum, the federal spending will create 75 direct job-years alone from project positions, and more when counting induced and indirect effects.

41. Adoption Metrics	
How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program	2970

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funded?	
How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	23
How many total users of broadband in public computer centers or users of broadband outside the home (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded?	3899
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	$2,291.00

42.   Measuring Adoption Impact:

The education and training program leading to Internet adoption includes seven logical steps or building blocks. This approach is explained in "Designing, Implementing and Assessing an Internet Adoption Program for Senior Housing," included as Exhibit I in the Supplemental Materials. We will determine participation and performance at each of these seven stages.

We have developed a detailed evaluation system to monitor the actions prompted by our awareness-raising and education interventions. Professor Adrian Kok of Dominican University designed it as an outgrowth of the multi-year survey he conducted on the efficacy of computer and Internet training for seniors in Illinois. His earlier report and the proposed evaluation system are included as Exhibits I and L in Supplemental Materials.

Tracking: Residents will log into the system whenever they attend group meetings, one-on-one sessions or education and training. They will be tagged by a number which will embed demographic and socio-economic information, block number, location and associated data. This tracking system will generate and accumulate usage which will provide data to assess outcomes of the awareness-raising, education and training program.

Formative Evaluations – Formative evaluation data will be collected from the end users and instructors throughout the two-year program to generate feedback for curriculum development, adequacy of training, training approaches and instructor support. Data will be collected through surveys and focus groups.

Demonstration Buildings: Our demonstration project serves 23 buildings averaging 143 residents per building, for a total of 3,296 residents. We are developing detailed information on

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resident demographics and Internet literacy and use at the individual building level. We expect that our broadband/Internet awareness-raising and education/training efforts will result in the following at the end of Year 2:

1. Participation in awareness-raising programs: 2,637
2. Individual assessments of resident capacities and interests: 2,531
3. Education and training: 2,430
4. Participating in computer learning center programs: 2,430
5. Certificate of completion, acquisition of "Learner's Permit": 2,066
6. Determination of active user of the Internet: 2,066
7. New subscribers to the Internet: 1,983

Neighborhood Residents: The awareness-raising, assessments, education and training and certification programs provided in each of the demonstration buildings will also be made available to approximately 49,000 seniors living in surrounding neighborhoods. These residents are served by the same senior service providers (senior center, Area Agency on Aging, churches, etc.) working with residents of demonstration buildings. We expect to train 1,469 of these neighborhood residents and convert 987 to Internet subscribers.

43. Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	4980
How many hours of training do you expect to provide per person on average for each participant in your training program(s), through completion of training for that individual?	45
How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?	66

44.   Describe their qualifications (training and experience):

Qualifications: We look for five primary attributes when recruiting onsite staff who are primarily responsibe for education and training: (1) prior work experience related to entry-level computer and Internet instruction, ideally with low-income seniors and the disabled; (2) the individual's own educational experience related to seniors, teaching and computer/Internet training; (3) teaching and counseling skills necessary to work effectively with seniors and the disabled; (4)

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personality traits – like patience and respect - to inspire trust and confidence with seniors and the disabled in attempting to learn computer and Internet skills; and (5) a value system oriented to helping others learn new skills to promote independence and self-sufficiency. Other important attributes include language skills, cultural sensitivity and the ability to communicate effectively in one-on-one sessions and small and large groups. In many respects, the characteristics we are looking for in our trainers are those found in Peace Corps Volunteers where the overall objective is to listen to and to help the residents use the Internet to achieve their own objectives. All hires are made after two personal interviews and a 30-day probationary period working in a building to evaluate performance with residents.

Instructor Education and Training: Primary training is directed to the mastery of the Connected Living instructional materials (see Exhibits C in the Supplemental Materials). These are the main tools used to help residents understand the benefits of broadband/Internet and to develop the foundation skills for Internet use. The teaching materials are all contained in printed materials, videos and on-line formats. Special training is provided in the resident assessment and evaluation functions which occur before, during and after training intervention. Refresher training in the use of computers, whiteboards, digital cameras, scanners and printers –the tools that will be used by residents during the course of the program – is provided so that instructors can instruct residents. The Director of Training at the project level also provides ongoing education and support through regular site visits, webinars, online tutorials and monthly workshops where all instructors can meet and share experiences in the context of a formal learning environment.

Certified Aging Services Professional (CASP) Training: All site instructors will become CASP-certified: they will be trained in the core knowledge and holistic perspectives required to deliver and enhance housing, supportive and community services relevant to the needs of seniors. Our instructors will also be trained in the special needs of the disabled. The certification involves three 15 hour on-line courses and an examination. CASP graduates become part of a growing network of senior services professionals, and working in this demonstration becomes an important work experience.

45. Equipment Affordability Programs		
What is the total up-front cost of this equipment?	$450.00	
If you are providing an equipment purchase or	2970	Households
	0	Businesses

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loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?	12	Institutions
If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?	$0.00	
How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall?	1795	

46. Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	14880

47.   Awareness Campaign Methods: Briefly describe the targeting, media, and messaging strategies your awareness campaign will employ.

The Comprehensive Awareness Campaign: All of the building and community residents need to be informed about the practical benefits available to them on the Internet, and the easy ways that the Connected Living Adoption and Sustainability Program helps them get online.

Awareness Campaign in the Buildings: The awareness campaign in the building begins with the announcement of the program and continues throughout the period of the BTOP grant. The program will be explained to the building staff and service providers in small group meetings. The program will then be introduced to the residents through a combination of flyers, posters, announcements – all of the traditional communication systems in the building. There will be large group meetings to explain the program and the potential benefits available through the Internet, as well as the types of information of interest to seniors and the disabled through the Internet. There will be one-on-one meetings with every resident to learn about their backgrounds, experiences and interests in order to consider how Internet use could generate practical benefits to the residents. The overall education and training programs will be announced. The discussion of interest and small discussion groups will be promoted. There will

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be regular reports to the building residents concerning the program, the number of residents involved, the progress made on the path to active use and subscribership.

Awareness Campaign in the Community: The primary methods for reaching the neighborhood residents will be through collaborative efforts with service providers in the community and to groups representing senior interests. Leaders of these groups will be invited to the building to participate in group meetings and the computer labs and to talk with building seniors about their experiences. Arrangements will be made for community groups to participate in programs at the building so that the building functions as a community resource. The portable computer lab will be brought to satellite locations in the community to demonstrate the benefits of the Internet. The education and training programs will be made available to public access TV. Finally, the PR for the program will involve news stories of senior "successes with the Internet," You Tube testimonials and other human interest stories. These activities are further discussed in Exhibit C.

48.   Measuring Campaign Impact: Describe how you will measure the impact of the awareness campaign.

We will measure our awareness-raising campaigns as if they were marketing exercises. As the campaigns are implemented, we will track results of our expenditures on a "cost per unit of intended result" basis.

Awareness impact will be measured by surveys – phone calls, personal requests, etc. – that follow awareness building events and taking attendance at group meetings, group instructions and the computer lab. Weekly reports will be provided by the Community Program Managers to describe and evaluate awareness-raising and program performance to assess the effectiveness of marketing and the program.

There are two basic ways to measure the impact of the awareness raising efforts. One way to measure the impact of awareness raising efforts is simply to compare the number of individuals who could participate in the activity with the number of individuals who actually participate in various milestone events: (1) attendance and interest demonstrated at initial group informational meetings; (2) attendance and interest at the initial meetings with the Internet instructor; (3) preparing materials for the community directory; (4) attending Internet institutional group meetings; (5) participating in computer labs; (6) interest demonstrated in meetings with Ambassadors; (7) creating an e-mail address; (8) using e-mail on a regular basis; (9) accessing the Internet on topics of interest to the resident; and (10) taking and passing Internet literacy reviews.

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These types of measurements can be used to assess the effectiveness of marketing the benefits of the Internet to both building and community residents.

The second and more important measure of impact will be to determine the number of seniors who: (1) obtain an e-mail or messaging account address; (2) start using the internet on a regular basis; (3) take and pass competency tests; (4) obtain and use computing devices in their individual units; (5) get Internet connectivity in their individual units; and (6) subscribe and pay for an Internet service. The ultimate test of the effectiveness of the overall awareness-raising and instructional programs relates to the increase in the number of seniors actually subscribing to an using the Internet, because they have become convinced that the practical and prioritized values of the Internet are worth the effort, frustration, and cost of actually getting online.

In effect, all of these awareness raising efforts should be evaluated on a Return-On-Investment ("ROI") basis. How much money was spent in each of the marketing channels? What results were obtained? What were the values of those results? What was the overall ROI on the individual initiative and on the cost-effectiveness of the overall program.

J. Project Readiness

49.   Licenses and Regulatory Approvals

There are no local, state or federal licenses and regulatory approvals required to complete this project.

50.   Organizational Readiness

Prior Experience: My Way Village ("MWV") has been operating computer/Internet education and training programs for seniors since late 2007.   A first pilot project was developed for Brookdale Senior Living at the River Bay Club ("RBC") in Quincy, Massachusetts and involved both independent and assisted living senior resident living on fixed incomes comparable to those found in subsidized housing. Through that experience, the Connected Living education and training programs were developed along with all of the first drafts of the materials which have since been developed into Connected Living Adoption and Sustainability Program and the other video and online instructional materials. This beta site was developed in late 2007-2008.

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The 2009 Expansion with Brookdale Into Illinois: Brookdale was sufficiently impressed with their experience at RBC to contract with MWV to expand the Connected Living program to 10 sites in the Chicago area in 2008. Programs were designed and implemented throughout the first half of 2009 and all are now in operation. This Illinois experience has led to further expansion for Brookdale in other parts of the country and with other national developers of senior housing. To accommodate this 2009 Brookdale expansion and the additional expansions occurring in 2010, MWV has developed standardized approaches to implementing multi-site deployments. In 2009, MWV began converting training to video and online instruction, a trend which will continue into the future. The company also launched a Connected Living Center to provide users with remote support. MWV has perfected intensive staff recruitment efforts which will enable our program to hit the ground running in the late summer of 2010. MWV has recruited and trained instructors and managers, installed on-site computer labs and computers in individual resident living units, operated awareness/adoption programs and trained over 1,100 seniors to use computers and the Internet.

Adapting This Experience to the Illinois BTOP Application: Given that we are adapting our Connected Living program to the needs of seniors and the disabled, and installations in low-income housing, we have recruited Don S. Samuelson to our team, an individual with 40 years of experience in subsidized housing in Illinois and with the operation of resident services programs and computer learning centers in low-income housing. The extensive networks, and experience, of Samuelson in this field complements the MWV education and training programs and will allow us to be fully prepared to design and implement programs on a rolling basis for the buildings and communities which make up this BTOP demonstration and to start on this program as soon as an award is made.

51. Project Timeline and Challenges

A detailed implementation plan on a quarterly basis is included in Exhibit C of the Supplemental Materials to this application.

This project includes 23 low income housing communities, each of which will receive upgrades to or a new Computer Learning Center, Internet connectivity throughout their building(s), a training program for their residents and (for those residents who pass a proficiency test), a subsidized computer for their living unit, and ongoing training and evaluation programs. Communities have been grouped into four 'regions' as mapped in Exhibit A.

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The program is administered by five program staff and 23 local "Community Program Managers" who in turn manage part time "Ambassadors" and volunteer trainers. The first ten weeks of the program involve the hiring and training of this staff. The Applicant for this grant MyWay Village has staffed similar deployments in similar time frames and is confident that this stage of implementation does not include significant risk. The Technical Director on the program staff, supported by Applicant personnel, will order and coordinate delivery of all project equipment. Applicant has upgraded Computer Learning Centers at numerous private pay senior living communities and is well versed in this process.

For those buildings that do not have facility-wide Internet access, it will take approximately two months to set up network infrastructure. Those buildings with existing connectivity may require upgrades or new Computer Learning Centers which can be easily installed within two weeks. A contractor will install networks in those buildings without existing connectivity. The implementation plan foresees all 23 communities receiving Internet connectivity and Computer Learning Center upgrades within four months of the program start.

The Connected Living Adoption and Sustainability Program includes Set up Activities, Pre-launch Activities, Launch Activities, and Post-launch Activities which are further outlined in Exhibit G to this application. For each community, it takes two months to complete set-up, pre-launch and launch activities, however these can be done in parallel with infrastructure build out.

The CLASP training program will be under way in all 23 communities by month 5 of this program. There are four stages of CLASP training for the residents: beginner, emergent, intermediate, and advanced. With each level, there is an assessment with key benchmarks for the resident to meet in order to move to the next level. Accurate Evaluation and Assessment is vital to the seniors' success in the program.

The work program anticipated in this application involves training low income minority populations in inner cities and distressed communities, different than the populations we have successfully trained in Illinois. Nevertheless, MWV has signed its first Public Housing contract, is working in distressed neighborhoods of Boston and has gained significant experience in this arena.

52.   SPIN Number

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K. Environmental Questionnaire

53.   Does the proposed action involve the procurement of materials? If so, will the materials be installed, stored or operated in an existing building or structure? If yes, please click "Add" to include the list of equipment and peripherals to be procured.

Yes

 The program includes the procurement, delivery and installation of approximately 55 computers per site over two years. Applicant will procure equipment, administer the receiving and installation at community sites, and dispose of packing materials in a responsible manner

54.   Does the proposed action involve procurement of electronic equipment? If yes, will the equipment be disposed of in an environmentally sound manner at the end of its useful life?

Yes

55.   Does the proposed action involve construction, remodeling, or renovation? If so, will these activities be limited to only minor interior renovations to a structure, facility, or installation? If yes, click "Add" to include a description of the proposed renovations with your project summary.

Yes

The proposed action includes the upgrading of existing or installment of new 'Computer Learning Centers.' Each center will have approximately 3 computers, and renovations include setting up computers and connecting them to local networks.

56.   Does the proposed action involve the production and/or distribution of informational materials, brochures, or newsletter?

Yes

57.   Does the proposed action involve training, teaching, or meeting facilitation at an existing facility or structure? If yes, click "Add" to explain.

Yes

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The proposed action includes both group classes (conducted in existing common areas of program sites) and one-on-one trainee instruction (conducted in the Computer Learning Center of each program site).

58.   Does the proposed action involve ground or surface disturbance to accommodate new fiber optic cable? If yes, please click "Add" to include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required.

No

59.   Does the proposed action involve an upgrade of broadband service to an existing facility or structure? If yes, please include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required?

No

Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

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Uploads

The following pages contain the following uploads provided by the applicant:

Upload Name	File Name	Uploaded By	Uploaded Date
Management Team Resumes and Organization Chart	IllinoisTeamBiosAndOrgChart.doc	Lowenstein, Andrew	03/15/2010
Government and Key Partnerships	MayorofMorris.pdf	Lowenstein, Andrew	03/15/2010
Government and Key Partnerships	SenatorDurbinLetter.pdf	Lowenstein, Andrew	03/15/2010
Government and Key Partnerships	Congressman Phil Hare letter.pdf	Lowenstein, Andrew	03/12/2010
Government and Key Partnerships	Congressman Donald Manzullo letter.pdf	Lowenstein, Andrew	03/12/2010
Government and Key Partnerships	DeKalbSupportLetter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	BTOPLetterofSupport-DavidPope.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	LetterofSupport_RolandBurris.pdf	Lowenstein, Andrew	03/14/2010

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Government and Key Partnerships	Atmosphere Letter of Support 20100312.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Western IL Area Agency on Aging letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	The Village of Oak Park letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Senior Lifestyle Corp Chicago letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Oak Park Housing Authority letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Mayor of Kewanee letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Kankakee County Housing Authority lette.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Housing Authority of the County of DeKalb letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Housing Authority of Joliet letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Housing Authority of Henry County letter.pdf	Lowenstein, Andrew	03/14/2010

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Government and Key Partnerships	Community of Elders - Bethel New Life letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	Charles Benton - Benton Foundation letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	AgeOptions letter.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	OPHA letter of participation.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	MolineandMHAletters.pdf	Lowenstein, Andrew	03/14/2010
Government and Key Partnerships	RockIslandandRIHAletters.pdf	Lowenstein, Andrew	03/14/2010
Historical Financial Statements	MyWayVillageHistoricalFinancials.pdf	Lowenstein, Andrew	03/14/2010
Community Anchor Institutions Detail	IllinoisCommunityAnchor.xls	Lowenstein, Andrew	03/15/2010
BTOP Certifications	BTOPAuthenticationAndCertifications.pdf	Lowenstein, Andrew	03/14/2010
Detailed Budget	IllinoisSBAmodelFinal.xls	Lowenstein, Andrew	03/15/2010
SF424 A Budget	Illinois SF 424A.jpg	Lowenstein, Andrew	03/15/2010

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SF424 B Assurances - Non-Construction	SF-424BAssurances complete.pdf	Lowenstein, Andrew	03/15/2010
Supplemental Information	ILExhibitsFinal.pdf	Lowenstein, Andrew	03/15/2010

Illinois Senior Internet Adoption Coalition – Team Organization Chart and Partner Management Team Bios

The Connected Living Adoption and Sustainability Program ("CLASP") will be managed by an Illinois based Program Manager (to be hired). He or She will be recruited, hired and trained by MyWay Village, Inc. (the Applicants)'s Illinois based Vice President of Operations Ginna Baik (bio below).

The **Program Manager** will manage a team consisting of an **Operations Manager** (responsible for day-to-day operations at each community site), a **Director of Training** (responsible for training program instructors, updating and maintaining program curriculum, and evaluating the instructors), a **Director of Technology** (responsible for managing technology vendors / contractors and providing technical services) and a **Grant Administration Manager** (responsible for all financial and operational reporting to MyWay Village, Inc., Coalition Partners and NTIA grant administrators).
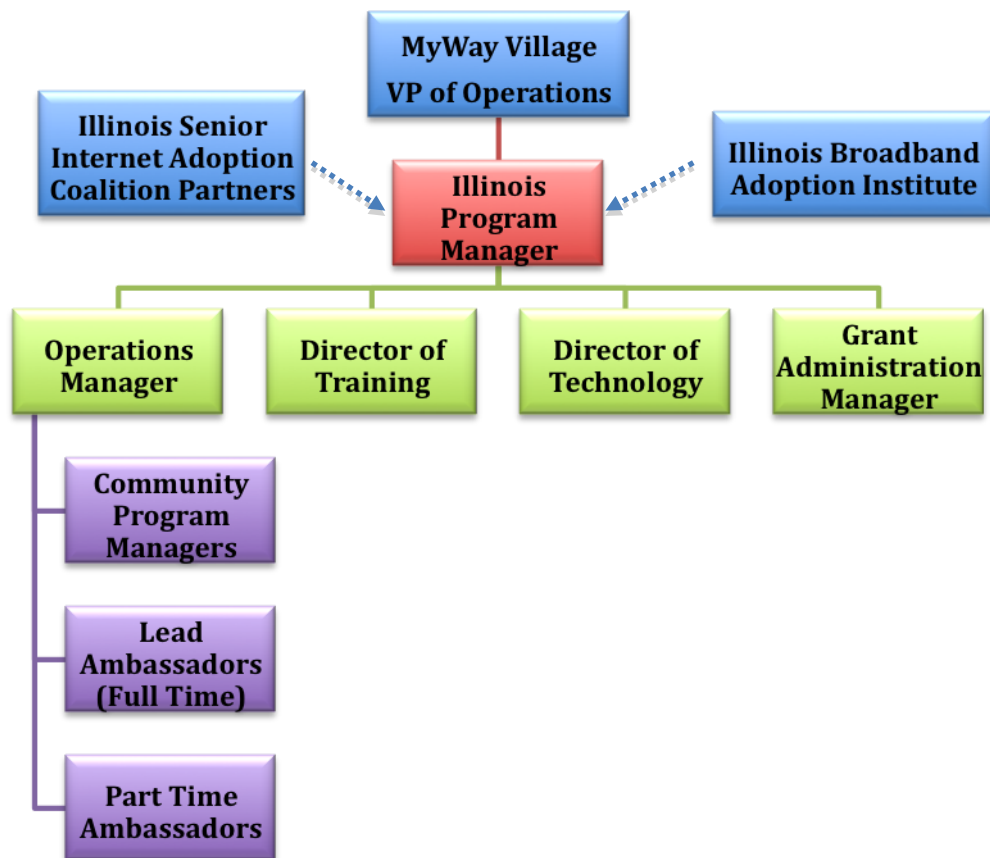
Reporting to the Operations Manager will be the full time trainers in each community. These **Community Program Managers** will be responsible for all aspects of the CLASP program (awareness

raising, individual and group training, evaluation, reporting), and their job responsibilities will be split between training and program administration. Working side by side with the Community Program Managers are **Lead Ambassadors**. These are full time trainers who are augmented by part time **Ambassadors**.

All program personnel will be employees of the applicant. **MyWay Village** will be responsible for recruiting, hiring and training. The company has successfully deployed a similar organizational structure in Illinois, and has already developed job descriptions, training manuals and local management practices.

The program team will work closely with the **Coalition Partners** (Public Housing Authorities and Public/Affordable Housing Managers) who in turn will dedicate staff and volunteers labor in their respective properties.

The program team will also work closely with the **Illinois Broadband Adoption Institute**, an L3C company being set up to develop and evaluate best practices to spur broadband adoption by seniors and other vulnerable populations. The Applicant intends to contract with the Institute to provide evaluation services. A future member of the Institute, professor Adrian Kok of Dominican University, is a published expert in the field of Senior Internet Adoption. Another principal of the Institute, Don Samuelson, has been a consultant to the Applicant and is the main driver in assembling the Illinois Senior Internet Adoption Coalition.

PROJECT TEAM BIOS

Don Samuelson – Principal and Owner of DSSA

Mr. Samuelson's vision for broadband adoption with seniors is well-documented in his essays on "broadband breakfast." MyWay Village partnered with Don due to his significant experience in the Public Housing segment and his dream to create a program that would connect seniors to the internet. His experience and dream matched succinctly with MyWay Village's mission.

Mr. Samuelson has specific expertise with law and the many roles of government in the development process of public housing including planning and zoning, contract negotiations and drafting, deal structures, taxes, contract disputes, litigation, defaults and workouts. His company DSSA has functioned as a developer, general partner/owner and builder of single-family homes and as developer and consultant of government assisted housing. During the period from 1980 through 2000, DSSA and DSSA Management, Inc. owned and/or managed an average of 2000 units of multifamily housing.

Previously, Mr. Samuelson was involved a wide ranging set of "start up" and organizational responsibilities as Assistant Director of the Illinois Housing Development Authority. Mr. Samuelson's responsibilities involved the creation of all of the marketing materials, manuals, forms, systems and decision making processes for IHDA's core mortgage loan program and to develop the legislative and financial strategies for developing IHDA's bonding authority with which to make mortgage loans to

developers. IHDA was a government "start up." He later served as the Chairman of the Lincolnshire Plan Commission and a member of the Lake Country Regional Planning Commission.

Ginna A. Baik - VP of Operations, MyWay Village, Inc.

Ms. Baik joined the company in February 2009, bringing both entrepreneurial spirit and years of experience in building technology, operations, and education companies. For the past 15 years, she has worked for Educate Inc., the corporate entity of Sylvan Learning System, and for Sylvan franchisees. Most recently, as Regional Manager for Sylvan Learning Centers, Ms. Baik transitioned new center acquisitions and created a multi-million dollar region of 15 Sylvan Centers in Greater Chicago and Indiana.

Bringing an experience in operations, multi-region management, and training, Ms. Baik is responsible for creating operational infrastructure and ambassador management for the company. One milestone, Ms. Baik achieved in 2009, was to implement systems and goals for Connected Living ambassadors and Area Managers. This milestone led to a 48% adoption and use of the Connected Living Product by Seniors (who's average age is 85) in Brookdale Senior Living Communities. These systems and standards are the foundation behind the CLASP implementation and checklist. Ms. Baik also led the Comcast Home partnership, where Connected Living Ambassadors were trained to install internet in Seniors' home s and also provide high-touch training and customer support. Ms. Baik received her B.A. from the University of Michigan and received her secondary educational credentials and graduate studies in administration and training from Michigan State University and Northwestern University.

Professor Adrian Kok, Domincan University

Adrian Kok, PhD, MSW, is a tenured Associate Professor and the chair of the gerontology certificate program and research curriculum sequence at the Graduate School of Social Work, Dominican University. His expertise in community informatics and research is seen in his research on the HelpSource Collaboration (2000), identifying best practices for teaching older adults computers, (2007), and more recently identifying factors which promote information literacy programs for older adults in retirement communities, nursing homes, and assisted living facilities (2010). His evaluation and research expertise is documented when he designed and implemented a Polish Older Adults Community Needs Analysis study with the Polish American Association in Chicago (2005) and an outcome evaluation of the Kott Scholarship Program which trains students to be competent geriatric social workers (2009). His research speaks to the need to provide supportive learning environments to enable older adults to be lifelong learners with computers. He is also interested in examining the effects of information technology on older adults' quality of life. His research involved an interdisciplinary team of academics from the library information sciences, computer science, community informatics, and sociology departments which would help in bringing together the expertise from the university, community organizations as well as policy makers to discuss the practice and policy implications of the evaluation data. Adrian Kok has published extensively in the area of information technology, gerontology, and autism.

Professor Kok is the recipient of numerous research grants from the New York Academy of Medicine, Council of Social Work Education, National Center for Gerontological Social Work, and Dominican University. These grants have provided him the opportunity to develop a gerontology initiative among undergraduates and graduates at Dominican University. He has set up policies to ensure that students are trained with the competencies to serve the needs of the aging baby boomers. He has single handedly developed the gerontology certificate program, infused gerontology content in the foundation master social work curriculum, and worked to ensure students efforts with older adults are recognized through the service learning center at the university. His previous evaluation experience as well as his community work will strengthen the relationship between Dominican University's long standing commitment towards marginalized populations in the community which might be crucial in sustaining of the outcomes of the BTOP project.

APPLICANT MANAGEMENT TEAM BIOS

Sarah O. Hoit - CEO and Co-Founder, MyWay Village, Inc.

Ms. Hoit brings an experience of building service and educational companies from the ground up. She is passionate about her companies making social impact and creating job opportunities. Prior to co-founding MyWay Village, Ms. Hoit was Founder, Chairman, and CEO of Explore, Inc., an after school education company which served over 75 schools in 9 states. Prior to founding Explore, Ms. Hoit played a major role in the development and implementation of President Clinton's AmeriCorps, the Corporation for National & Community Service. As Director of Business Planning in the White House Office of National Service, she organized and drafted the business plan for this $600 million organization based on private sector models.

As CEO and Co-Founder of MyWay Village, her desire to improve the quality of life for seniors initiated the vision of MyWay Village. Her drive to see this vision come to fruition came when in 2008, she acquired as a customer for MyWay Village, the number one Senior Living Provider, Brookdale Senior Living. Brookdale is the leading provider in Senior Communities with over 54000 units in America. With Brookdale, MyWay Village created their program Connected Living, the model for CLASP. Connected Living is in five states and recently MyWay Village signed a contract with Emeritus Senior Living for a national roll out of its products and services. Ms. Hoit holds a B.A. from Dartmouth College with honors and an MBA from Harvard Business School, where she was awarded a public service fellowship.

Chris McWade – Chairman and Co-Founder, MyWay Village, Inc.

It was Mr. McWade's vision to create a company that can help seniors connect with loved ones and community. After caring for family across different states who were living in senior communities, Mr. McWade realized that connecting to family across the country would be so much easier if seniors had access and knowledge of the internet. In 2006, Mr. McWade sold his principle share of Team Enterprises which he founded and grew its revenue to $60 million, so that he could create MyWay Village and solve the pain of Seniors connecting to family and community using a simple technology platform. Team Enterprises is a marketing and service operational organization. He took that experience and his innovative vision to help create the platform behind MyWay Village's Connected Living product and services. Mr. McWade holds a B.S.B.A. from Nichols College with a major in Marketing and minor in MIS.

Andrew Lowenstein – CFO, and Chief Strategy Officer, MyWay Village, Inc.

Mr. Lowenstein served as an advisor to the Company since April 2005 and joined the Company full time in January 2008. Previously, Mr. Lowenstein's expertise comes from developing products and services with segmented demographics and simplified technology. As VP of Business Development for Firefly Mobile, a venture backed start up that sells simplified small cell phones and related services for kids, his knowledge and experience of effectively focusing a business on a segmented population set the design of the business and financial models behind MyWay Village's Connected Living—the backdrop of CLASP. Mr. Lowenstein holds a B.A. from Yale University and both MBA and MA degrees from Stanford University.

Anna Hall - VP of Connected Living Programs, MyWay Village, Inc.

Ms. Hall joined MyWay Village in November 2007 with significant experience in the assisted living industry. She has spent over ten years working with seniors with Alzheimer's disease and related memory disorders. She developed and implemented state-of-the-art dementia activity programming that is recognized across the state of Massachusetts for its creativity and effectiveness.

Ms. Hall is the architect behind the Connected Living Product and Services. Coupled with her experience with seniors is her passionate call to create innovative programming that changes the care for seniors. Her recent Connected Living product directed to Alzheimer's patients has been accoladed as "revolutionary." Ms. Hall pioneered Connected Living at the Riverbay Community-a Brookdale Senior Living Community in Quincy, MA. This program in Quincy, MA got the recognition from Brookdale Senior Living's VP of Optimum Life to bring the program to 9 communities in Chicago. Due to the empowering curriculum and her belief that technology needed personal support, Ms. Hall discovered a way to bring simplified technology to seniors—a demographic who is fearful and intimidated by computers. Ms. Hall's pioneering spirit and understanding of senior programming continues to fuel Connected Living and now CLASP. She received her Bachelor's Degree from the University of Massachusetts at Boston.

Shaun Kennedy, Director of Technology, MyWay Village, Inc.

Mr. Kennedy brings nearly two decades of technology expertise to his role as Director of Technology at MyWay Village.   Throughout his career, Mr. Kennedy has worked for a variety of companies across multiple industries – from software support to food distribution service to architectural firms – allowing him to hone his managerial, analytical and technical skills. Mr. Kennedy's technical expertise encompasses everything from pc support to the creation of complex, geographically diverse wide-area networks. Mr. Kennedy designed and implemented wired and wireless backbone networks supporting hundreds of active users.

Mr. Kennedy's invaluable experience and knowledge of technology infrastructure and customer service allowed him to design and build computer labs and wireless networks in all the communities where Connected Living is held. When MyWay Village recently partnered with Comcast, Mr. Kennedy helped train and manage Connected Living Technology Ambassadors who set up internet in homes of seniors. Mr. Kennedy studied business administration and international business at Southern New Hampshire University in Manchester, NH.

Brenda Limone, Director of State & Federal Initiatives, MyWay Village, Inc.

Ms. Limone has been with MyWay Village, Inc. from its beginnings in 2007. In addition to her previous role as director of marketing, Brenda has been working with state and federal aging agencies to bring Connected Living to underserved and low income seniors. Brenda's desire to help underserved senior has started from the conception of the company.   She spear-headed relationships with agencies on aging. She was also instrumental in the launching of the original Chicago Brookdale Communities and created the marketing and creative collateral for the seniors and community. Recently, with Anna Hall, VP of Connected Living, she launched a partnership with ETHOS in Roxbury, MA. This program addresses underserved seniors and uses volunteer college-age ambassadors to bring support to seniors in the community. She brings a 20 years experience in marketing and sales to the company. She holds a B.S, in Business Administration and a minor in French from MCLA.

320 WAUPONSEE STREET
MORRIS, ILLINOIS 60450

(815) 942-5438
FAX: (815) 942-0216

March 15, 2010

Mr. Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, DC 20230

Dear Mr. Strickling:

The City of Morris and I strongly support the participation of Saratoga Tower and Mazon Park Place housing developments for seniors and the disabled in the program created by the Senior Housing Coalition of Northern Illinois. Though the percentage of our general population in Morris using broadband/Internet is large and growing, I was very disappointed to learn that the participation rates at Saratoga Tower was less than 10%, and at Mazon Park Place was less than 7%. Our low income seniors are not participating in our Internet-based society. I view this as a serious problem that needs to be corrected.

The Coalition's application correctly appreciates that the problem can not be solved by computers and Internet access alone. It will require a cultural shift where seniors appreciate the practical benefits to them of broadband/Internet applications. We need to create an Internet-based senior support system. The application – with its emphasis collaboration – sets out a pathway to achieve that objective.

I particularly like the program's goal of individualizing training and emphasizing the practical benefits of Internet use. The senior population in Morris represents an important part of our local economy. They have life and work experiences that need to be recycled into our community, not merely put on a shelf and neglected. The benefits of reconnecting our seniors with their network of friends, family and neighbors and the Morris community will be of immense value, in ways that are yet to be realized.

Mr. Lawrence E. Strickling
Page -2-
March 15, 2010

Clearly, the experiences we gain Morris, and Grundy County, can be applied in our other subsidized and conventional senior housing developments and to seniors living in their own homes. There are enormous values in getting our seniors up to a participation rate as close to 100% as we can. In addition, I can see how the development of special interest networks supported by broadband/Internet applications can be of benefit to our low-income families and to neighborhood businesses that have yet to discover the benefits of interactive websites and Internet marketing. These small Internet demonstrations at Saratoga Tower and Mazon Park Place have the potential for improving the quality of life for many groups in the Grundy County community.

The coalition's BTOP application should be funded. It will provide enormous benefits to the City of Morris, to the Coalition communities and to the State of Illinois.

Very truly yours,

CITY OF MORRIS

Mayor

RPK:kj

RICHARD J. DURBIN
ILLINOIS

COMMITTEE ON APPROPRIATIONS

COMMITTEE ON THE JUDICIARY

COMMITTEE ON RULES
AND ADMINISTRATION

ASSISTANT MAJORITY
LEADER

United States Senate
Washington, DC 20510–1304

March 15, 2010

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TTY (202) 224–8180

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PAUL SIMON FEDERAL BUILDING
250 W. CHERRY STREET
SUITE 115–D
CARBONDALE, IL 62901
(618) 351–1122

durbin.senate.gov

Mr. Larry Strickling
U.S. Department of Commerce
1401 Constitution Avenue 4898
Washington, DC 20230

Dear Mr. Strickling:

I am writing in support of the BTOP application of the Illinois Senior Housing Coalition to promote broadband/Internet use by low-income seniors and people with disabilities living in low-income housing. Less than 10% of these residents have e-mail addresses, connectivity and Internet devices. If 30% of seniors are online and virtually no low-income Illinois seniors are using the Internet, that means that Illinois has a huge number of low-income seniors and people with disabilities who are not taking advantages of the benefits of Internet use.

There are a host of low-income housing developments in Illinois that could benefit from the "best practices" developed out of this demonstration. Helping seniors to get online to use the Internet could become a "district" strategy supported by churches, senior centers, AAA service providers and the "service learning" efforts in our schools. If the delivery of government and healthcare services will increasingly be done online, it's incumbent on us to make sure the intended beneficiaries have the capacity and skills to receive them.

Our seniors have valuable life and work experiences that we need to recycle into our local economies. Seniors can gradually transition out of full time work as they near conventional retirement age. Our local collaboration should develop ways that seniors can access WIA and other jobs programs to help seniors get part-time and home-based jobs, to supplement the income they receive on Social Security. We need to think of our seniors and our residents with disabilities, including our veterans, as important parts of our State's human capital. Through the Internet, they can be assets and not program costs.

Getting seniors online is not going to be a permanent problem. Once seniors experience the practical benefits of Internet applications, support groups will be established and online applications will be developed so that a permanent structure of Internet use can be supported by self interest and marketplace applications. It is in this transition period, when there is the need for the government intervention represented by this proposal.

I want to voice my strong support for funding from BTOP for the Illinois Coalition to promote Internet adoption by seniors and people with disabilities. I urge you to give their application the most serious consideration. Thank you for your attention to this matter.

Sincerely,

Richard J. Durbin
U.S. Senator

PHIL HARE
17TH DISTRICT, ILLINOIS

428 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515-1317
PHONE: (202) 225-5905
FAX: (202) 225-5396

http://hare.house.gov
(Email through Website)

SENIOR WHIP
REGIONAL WHIP

Congress of the United States
House of Representatives
Washington, DC 20515-1317
March 11, 2010

EDUCATION AND LABOR
COMMITTEE

SUBCOMMITTEE ON HEALTH,
EMPLOYMENT, LABOR, AND PENSIONS

SUBCOMMITTEE ON WORKFORCE
PROTECTIONS

TRANSPORTATION AND
INFRASTRUCTURE COMMITTEE
SUBCOMMITTEE ON HIGHWAYS AND TRANSIT

SUBCOMMITTEE ON
WATER RESOURCES AND ENVIRONMENT

Mr. Lawrence Strickling
Assistant Secretary
U.S. Department of Commerce
Communications & Information
1401 Constitution Avenue
Room 4898
Washington, D.C. 20230

Dear Mr. Strickling:

I am writing to express my strong support for the BTOP application of the Illinois Senior Housing Coalition to promote broadband/Internet use by low-income seniors. I was discouraged to learn that there are virtually no seniors at Moline Housing Authority and Rock Island Housing Authority that are currently using the Internet. If 30% of seniors are online and virtually no low-income seniors are online that means that I have a significant number of seniors in my district that are not using the Internet and not taking advantages of the benefits of Internet use.

A host of other public housing and Section 8 senior housing developments in my district could benefit from the "best practices" developed out of this demonstration. If the delivery of government and healthcare services will increasingly be done online, it's incumbent on us to make sure the intended beneficiaries of our services have the capacity and skills to receive them.

To accomplish this goal, our seniors need Internet and computer skills, devices and connectivity. I'm hopeful that we can adapt the Universal Service Fund to subsidize Internet as well as basic telephone service of low-income seniors. There are existing computers that can be refurbished and supplied to seniors. The combination of these initiatives should make Internet access affordable to all seniors.

Getting seniors online is not going to be a permanent problem. Once seniors experience the practical benefits of Internet applications, support groups will be established and online applications will be developed so that a permanent structure of Internet use can be supported by self interest and marketplace applications. It is in this transition period, when there is the need for the government intervention represented by this proposal.

I thank you for the careful consideration of the Coalition's BTOP application as it will provide enormous benefits to the Cities of Rock Island and Moline, to the Coalition communities and to the State of Illinois. If you need additional information please feel free to contact my office.

Sincerely,

PHIL HARE
Member of Congress

PH:ar

PLEASE REPLY TO:

☐ 2001 52ND AVENUE, #5
MOLINE, IL 61265
(309) 793-5760

☐ 261 NORTH BROAD, #5
GALESBURG, IL 61401
(309) 342-4411

☐ 236 NORTH WATER STREET, #765
DECATUR, IL 62523
(217) 422-9150

☐ 210 NORTH BROAD
CARLINVILLE, IL 62626
(217) 854-2290

DISTRICT TOLL FREE: 800-322-6210

PRINTED ON RECYCLED PAPER

Congress of the United States
House of Representatives
Washington, DC 20515-1316

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

I am writing to express my support for a BTOP application being submitted by The
Illinois Coalition to Promote Internet Adoption in Senior Housing. The proposal is
directed to overcoming the traditional barriers to Internet use by these groups – the
Internet's lack of apparent relevance to the priorities in their lives; the difficulty of
learning to use computers and the Internet; and cost. The Rockford Housing Authority is
a key partner as one of the demonstration project partners in the state.

I know that seniors and the disabled who are low-income, minority and living in
distressed communities are most handicapped by the Digital Divide. They are not using
the Internet. This demonstration project should provide us with much needed answers.
The practical core of this effort will be to determine: (1) how seniors and the disabled in
low-income housing and the surrounding neighborhoods are or are not currently using the
Internet; (2) the specific reasons for non-use among a large and representative group of
low-income disabled and seniors; and (3) effective strategies to correct the problem; (4)
ways to draw upon community assets and resources to help "raise" the Internet use by
seniors and the disabled.

Once again, I support this application for federal funding. I respectfully request that you
give it your full and fair consideration.

Sincerely,

Donald A. Manzullo
Member of Congress
16th District of Illinois

**Housing Authority of
the County of DeKalb**

Open the Door to Independence

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Housing Authority of the County of DeKalb, I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.

At present, less than 15% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our cooperation in making this demonstration a success.

Sincerely,

Michelle M. Perkins
Operations Manager

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
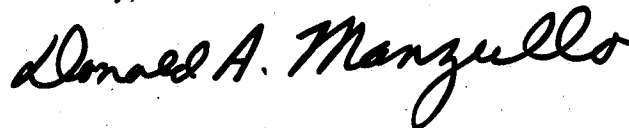1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

The Village of Oak Park and I strongly support the participation of the Oak Park Housing
Authority, the Oak Park Residence Corporation and their low-income housing
developments for seniors and the disabled in a grant application to increase
broadband/Internet use by seniors. While the percentage of our general population in
Oak Park using broadband/Internet is large and growing, the percentage of low-income
seniors utilizing the internet is low. Our low income seniors are not participating in our
Internet-based society. I view this as a serious problem that needs to be corrected.

The Oak Park Housing Authority and the Oak Park Residence Corporation are joining
together with a coalition of northern Illinois housing organizations to submit a grant
application under the National Telecommunications and Information Administration's
Broadband Technology Opportunities Program (BTOP).

The coalition's application correctly appreciates that the problem cannot be solved by
computers and Internet access alone. It will require a cultural shift where seniors
appreciate the practical benefits to them of broadband/Internet applications. We need to
create an Internet-based senior support system. The application – with its emphasis on
collaboration – sets out a pathway to achieve that objective. I particularly like the
program's goal of individualizing training and emphasizing the practical benefits of
Internet use.

The senior population in Oak Park represents an important part of our local economy.
They have life and work experiences that need to be recycled into our community, not
merely put on a shelf and neglected. The benefits of reconnecting our seniors with their
network of friends, family and neighbors and the broader community will be of immense
value, in ways that are yet to be realized.

Clearly, the experiences we gain can be applied in our other subsidized and conventional
senior housing developments and to seniors living in their own homes. There are
enormous values in getting our seniors up to a participation rate as close to 100% as we

can. The coalition's BTOP application should be funded. It will provide enormous benefits to the Village of Oak Park, to the other coalition communities and to the State of Illinois.

Thank you for your consideration of the coalition's application.

Sincerely,

David Pope
Village President

ROLAND W. BURRIS
ILLINOIS

United States Senate
WASHINGTON, DC 20510

March 12, 2010

Lawrence E. Strickling
Assistant Secretary for Communications and Information
U.S. Department of Commerce
1401 Constitution Avenue, Room 4898
Washington, DC 20230

Dear Mr. Strickling:

I would like to extend my strong support for the Broadband Technology Opportunities Program (BTOP) application of the Illinois Senior Housing Coalition to promote broadband and Internet use among low-income seniors. I was discouraged to learn that there are virtually no seniors at the Moline Housing Authority and Rock Island Housing Authority that are currently using the Internet. If figures show that thirty percent of seniors in the state of Illinois are Internet users, but no low-income seniors are using the Internet, that means that a significant number of seniors in the state of Illinois are not taking advantage of the benefits offered by Internet usage.

Many other public housing and Section 8 senior housing developments in Illinois could benefit from the best practices developed through this demonstration. The delivery of government and healthcare services are being moved to online platforms at increasing rates. That being said, it is necessary that we make sure the intended beneficiaries of these services have the capacity and skills to receive them.

To accomplish this goal, our seniors need to learn computer skills, such as utilizing the Internet, and learn to use other devices that promote connectivity. I am hopeful that we can encourage the Universal Service Fund to subsidize Internet service, as well as basic telephone service, for low-income seniors. Additionally, there are existing computers that can be refurbished and supplied to seniors. The combination of these initiatives should make computer and Internet access affordable to all seniors, especially those with low incomes.

Providing low-income seniors with the education of new technologies that were not available in the past will open up many opportunities for a group of people who have previously been unable to explore new technologies. The establishment of support and education programs will only

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SPRINGFIELD, IL 62701
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MARION, IL 62959
OFFICE (618) 997–2402
FAX (618) 997–2850

MOLINE OFFICE
1911 52ND AVENUE
MOLINE, IL 61265
OFFICE (309) 736–1217
FAX (309) 736–1233

further this transition. It is during this important transition that government intervention will be invaluable and necessary.

Again, I want to voice my strong support for funding from the Broadband Technology Opportunities Program for the Illinois Senior Housing Coalition. Such funding will provide enormous benefits to the communities within the Coalition, and to the entire state of Illinois.

Sincerely,

Roland W. Burris
United States Senator

ATMOSPHERE

http://www.myatmosphere.net

Atmosphere Communications, Inc.
820 Davis Street
Evanston, Illinois 60201

847- 866-8100 Telephone
847-866-8111   Facsimile

March 12, 2010

Andrew Lowenstein
President
MyWay Village
300 Congress Street
Quincy, MA 02169

Re: Illinois Senior Internet Adoption Participation

Dear Mr. Lowenstein:

Atmosphere Communications, Inc. applauds the efforts of the Illinois Senior Internet Adoption Coalition in its effort to increase Internet participation and use among senior citizens. Seniors are often neglected members of our society. This could not be truer when it comes to computing technology. However, they can benefit greatly from its use.

Atmosphere looks forward to assisting the Coalition with the deployment and management of the technology necessary to make its adoption program a success. This technology includes providing broadband Internet access and a computer to each resident at participating senior housing facilities, implementing a computer lab at each facility and providing ongoing training to the senior citizen residents to increase their adoption of broadband and computing technology.

Atmosphere is an Illinois minority owned and operated company that started in the Technology Innovation Center (the former business incubator of Northwestern University and the City of Evanston).   Atmosphere was formed in 2004 as a fixed wireless Internet Service Provider. One of our services is providing broadband Internet to Multi Dwelling and Multi Tenant Unit buildings (MDUs/MTUs) in the greater Chicago area. These buildings are apartment complexes and condominiums up to 200 units in size. We have since grown to also provide building automation and security system installation and general Information Technology support and services to small-medium businesses (SMBs).

We are excited by the Coalition's program and the impact it will have. We can't wait to participate.

Best Regards,

Warren C. Walker II
Chief Executive Officer

Western Illinois Area Agency on Aging

WIAAA: FirstStop For Seniors
729 34th Ave., Rock Island, IL 61201-5950

Phone: (309) 793-6800   **Fax: (309) 793-6807**
Toll Free (800) 322-1051   **Website: www.wiaaa.org**

Sponsor of the Retired & Senior Volunteer Program
of Eastern Iowa & Western Illinois

March 9, 2010

Mr. Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling,

I am writing to confirm discussions between our office and the office of the Housing Authority of Henry County concerning their involvement in the Illinois Senior Housing Coalition BTOP application. As we discussed, our office is in full support of the proposal.

Our agency oversees the planning and partial funding of various agencies that are providing vital services to our area seniors, among those are:

- Access Programs
- Nutrition Programs
- In-Home Care
- Elder Rights
- Advocacy for seniors in all areas

We are quite interested in learning outcomes from the BTOP effort; particularly the quantity and type of services that seniors access online as a result of their participation. This data has the potential to greatly influence how efficiently we are able to deliver future services.

We look forward to program implementation, and will work with the coalition to provide agency referral and program enhancement guidance. Please contact me should you require additional information.

Sincerely,

Janice M. Stille
Executive Director

vc

The Village of Oak Park   708.383.6400
Village Hall   Fax 708.383.9584
123 Madison Street   TTY 708.383.0048
Oak Park, Illinois 60302-4272   village@vil.oak-park.il.us

Oak Park

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

The Village of Oak Park and I strongly support the participation of the Oak Park Housing Authority, the Oak Park Residence Corporation and their low-income housing developments for seniors and the disabled in a grant application to increase broadband/Internet use by seniors. While the percentage of our general population in Oak Park using broadband/Internet is large and growing, the percentage of low-income seniors utilizing the internet is low. Our low income seniors are not participating in our Internet-based society. I view this as a serious problem that needs to be corrected.

The Oak Park Housing Authority and the Oak Park Residence Corporation are joining together with a coalition of northern Illinois housing organizations to submit a grant application under the National Telecommunications and Information Administration's Broadband Technology Opportunities Program (BTOP).

The coalition's application correctly appreciates that the problem cannot be solved by computers and Internet access alone. It will require a cultural shift where seniors appreciate the practical benefits to them of broadband/Internet applications. We need to create an Internet-based senior support system. The application – with its emphasis on collaboration – sets out a pathway to achieve that objective. I particularly like the program's goal of individualizing training and emphasizing the practical benefits of Internet use.

The senior population in Oak Park represents an important part of our local economy. They have life and work experiences that need to be recycled into our community, not merely put on a shelf and neglected. The benefits of reconnecting our seniors with their network of friends, family and neighbors and the broader community will be of immense value, in ways that are yet to be realized.

Clearly, the experiences we gain can be applied in our other subsidized and conventional senior housing developments and to seniors living in their own homes. There are enormous values in getting our seniors up to a participation rate as close to 100% as we

can. The coalition's BTOP application should be funded. It will provide enormous benefits to the Village of Oak Park, to the other coalition communities and to the State of Illinois.

Thank you for your consideration of the coalition's application.

Sincerely,

David Pope
Village President

Senior Lifestyle Corporation
111 E. Wacker Drive, Suite 2200
Chicago, Illinois 60601
Main: 312.673.4333
FAX: 312.673.4430
www.seniorlifestyle.com

®
SENIOR
LIFESTYLE
CORPORATION

March 12, 2010

Lawrence E .Strickling
Assistant Secretary of Commerce–NTIARoom4898
1401 Constitution Avenue
Washington, D. C. 20230

Dear Mr. Stickling:

Senior Lifestyle Corporation strongly desires to participate in this Illinois Senior
Internet Adoption Coalition effort to help our low-income senior and disabled residents
appreciate and benefit from the riches of the Internet. This program will train and
equip our residents to participate in the online world through e-mail, web searches and
the host of other relevant applications.

At present, less than 10% of our residents have the computers, broadband connectivity
and skills to use the Internet effectively. We regard this as a great need in our buildings
and in our community, but unfortunately we have no resources in our current budget
with which to implement the type of program contemplated by this proposal. This
BTOP grant will fill an important void in providing important services to our residents.

We understand our responsibility to support the program by providing space, utilities and
building services to the dedicated training space as well as for group educational
and training meetings. Our building and central office staff will coordinate with and
support the efforts of the Coalition staff in delivering services to the residents. We
will work with the Coalition to promote the objectives of the proposal within the
building and the surrounding community. We estimate these in-kind contributions will
amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to design and staff a site-specific
education and training program for our building, create an onsite computer
learning center, provide computers and connectivity to our residents who have
demonstrated the skill and commitment to the regular use of the Internet in their lives
and assure that there is broadband connectivity available to all of the resident in our
building.. The overall goal of this project is to bring our residents online.

Where Senior Living Comes of Age

We appreciate that this effort is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our full cooperation in making this demonstration a success.

Sincerely,

Lisa Reed

Regional Director of Operations

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, DC 20230

Dear Mr. Strickling:

I am writing to indicate the strong support and participation of the Oak Park Housing Authority and its affiliated non-profit development corporation, the Oak Park Residence Corporation, in the Illinois Coalition that is applying for funding under the Broadband Technology Opportunities Program (BTOP).

The Oak Park Housing Authority and the Residence Corporation collectively own and manage approximately 300 units of housing for low-income seniors and persons with disabilities. The level of usage of the Internet at these facilities is currently less than 10%. Because of this our residents are missing out on the major benefits of Internet connectivity. We frequently hear of residents who would like to have the opportunity to communicate with their children and grandchildren on a regular basis or who miss out on the opportunity to be a more active participant in society in general because of their isolation. We believe that a BTOP grant would enable us to greatly improve the quality of life of our homebound residents.

I ask you to look favorably upon our joint application. This award would have significant social and economic benefits to the Village of Oak Park and its senior population.

Thank you for your consideration.

Sincerely,

Edward Solan
Executive Director

Office of the Mayor
401 E. Third Street
Kewanee, IL 61443-2365
Voice: 309/852-5044 • Fax: 309/854-5329

March 5, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling,

The city of Kewanee and I strongly support the BTOP application of the Illinois Senior Housing Coalition. It is my understanding the Housing Authority of Henry County has included one or more of their elderly hi-rises in a collaboration with state and local agencies to promote internet use among the low-income elderly population.

Because virtually none of the low-income senior population in public housing is using the internet, I believe the proposed approach of introducing the benefits of the internet, teaching how to use the internet, subsidizing equipment, and following through with a support group is the most likely method to be successful. The benefits extend to the city by way of increased independence and self-education of valuable senior resources and contacts.

I would be pleased to have our city's housing authority be a part of an innovative collaborative to address a known deficiency.

Sincerely,

Bruce Tossell
Mayor, City of Kewanee

Kankakee County

Housing Authority

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Kankakee County Housing Authority I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.

At present, less than 10% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our full cooperation in making this demonstration a success.

Sincerely,

Randy McGill
Executive Director

If you or anyone in your family is a person with disabilities, and you require a specific accommodation in order to fully utilize our programs and services, please contact the KCHA 504 Coordinator, Mr. Randy McGill, or let a KCHA staff person know you wish an accommodation.

**Housing Authority of
the County of DeKalb**

Open the Door to Independence

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Housing Authority of the County of DeKalb, I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.
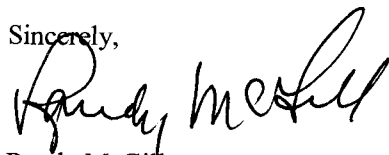
At present, less than 15% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our cooperation in making this demonstration a success.

Sincerely,

Michelle M. Perkins
Operations Manager

HOUSING AUTHORITY OF JOLIET

Henry Morris
Chief Executive Officer

BOARD OF
COMMISSIONERS

Susie Barber
Chairman

Patrick Asher
Vice Chairman

Kennedy Millsap
Secretary

Daniel Campus
Treasurer

Richard Clementi
Commissioner

March 12, 2010

Mr. Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Housing Authority of Joliet, I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.

At present, less than 10% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our full cooperation in making this demonstration a success.

Sincerely,

Housing Authority of Joliet

Henry Morris
Chief Executive Officer

HAHC
THE HOUSING AUTHORITY
OF HENRY COUNTY

KATHLEEN A. BARTON, Executive Director
CLARENCE MEDLEY, Chairman
PAUL LINDSEY, Vice Chairman
CAROL VAN DE ROSTYNE, Secretary-Treasurer
JAN MAY, Commissioner
DOROTHY MCCOLLAM, Commissioner
JOHN V. HANSON, Attorney

Administration Office • 125 N. Chestnut St. • Kewanee, Illinois 61443 • 309-852-2801 • Fax 309-852-0889

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Housing Authority of Henry County, I wish to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.

At present, less than 10% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.
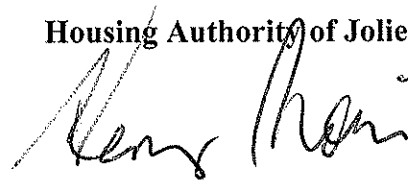
We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our full cooperation in making this demonstration a success.

Sincerely,

Kathleen Barton, CEO

March 12, 2010

Mr. Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling,

On behalf of Bethel New Life, Inc., I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to become proficient with the usage of technology, such as the internet, e-mail, and other applications.

Currently, less than 7% of our residents access to computers, broadband connectivity, and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget to implement the type of program that this proposal supports. The BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific educational and training programs for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skills and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is share the benefits of the internet and World Wide Web. Bethel New Life appreciates the opportunity of being able to share the needs of our seniors and we hope you accept this proposal.

Sincerely,

Laurena Moore
Senior Director, Community of Elders
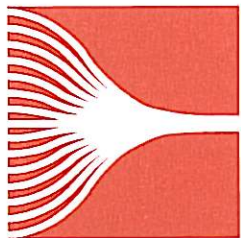
BENTON
FOUNDATION

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

The Benton Foundation is a private foundation headquartered in Washington, DC, with an office in Evanston, IL, that has concentrated on research and policy analysis related to communications in general and telecommunications in particular. We have been very involved in the issues of digital inclusion and the promotion of broadband/Internet by vulnerable populations in distressed communities.

It is because of our long-standing concern with the importance of communication and the inclusion of vulnerable populations in Internet access and use that I want to support the proposal of the Illinois Coalition to promote the training and use of broadband/Internet among seniors and the disabled in low-income housing. The Coalition's initial research indicates that less than 5% of the 3000 residents in the Coalition's 24 low-income buildings are using the internet. This is in comparison to the 65% of Americans and 30% of seniors who are online.

Detailed demographic and Internet use information will be collected for the building residents and for comparable numbers of senior and disabled residents in the neighborhoods surrounding the buildings. Sensible awareness-raising, education and training programs will be provided for the building and neighborhood residents. Most importantly, the proposed evaluation system is comprehensive and rigorous. It extends at a more granular level the recent Internet adoption studies by Pew, New York Law and the FCC.

The principal investigators will be faculty members of Dominican University in River Forest, Illinois, including Professor Adrian Kok who completed a recent survey of the effectiveness of Internet training for seniors in 2008. The practical thrust of this effort is to determine: (1) how seniors and the disabled in low-income housing and the surrounding neighborhoods are or are not currently using the Internet; (2) the specific reasons for non-use among a large and representative group of low-income disabled and seniors; and (3) effective strategies to correct the problem.

The team behind this proposal is impressive. The conceptual leader of the group is Don S. Samuelson, a Dartmouth, Peace Corps and University of Chicago trained lawyer, with 40 years of experience in all aspects of subsidized housing. The awareness raising, training and education programs will be supplied by Connected Living of Quincy, Massachusetts, a group that has demonstrated their programs in senior housing communities in Massachusetts and Illinois in 2008 and 2009. There is considerable interest in this project among the academic community in Illinois. Finally, a wide variety of northern Illinois public housing authorities are participating in this demonstration project as partners: Kankakee, Oak Park, Joliet, Grundy County, DeKalb County, Henry County, Rock Island, Moline, Rockford and Waukegan. Non-profit and for-profit sponsors of senior housing in Chicago are also involved.

This project deserves serious research. It can help to fill in a major gap in our understanding, at a granular level, of how best to recruit key vulnerable groups to the online community. I have encouraged the Coalition to begin their efforts with a rigorous evaluation of the working assumptions and results of the demonstration project and then to evolve into a permanent institute or clearinghouse in an L3C structure to be sustained by program-related investments from foundations with either geographical or thematic interests in increasing the Internet participation of seniors and the disabled.

The Benton Foundation will use its experience and connections with funding sources to promote this important BTOP proposal and with the subsequent Institute that will grow out of this demonstration. In addition, Benton will disseminate the results of this important work to policy-makers in Washington.

This proposal is extremely well conceived. It is directed to a major problem with respect to the digital inclusion of vulnerable populations. The planning and early-stage efforts in this proposal can be shared widely through the Internet and other creative communication strategies. The results of the demonstration can also be widely disseminated so that this work can be replicated around the country.

I am enthusiastic about the potential awareness/adoption benefits of this proposal. I strongly recommend that it be funded.

Sincerely,

Charles Benton

AGE◯PTIONS

Connecting Older Adults with Community-based Resources and Options

Lawrence E. Strickling   March 10, 2010
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

AgeOptions is the local Area Agency on Aging for suburban Cook County. We recognize the importance of trying to increase the internet literacy of seniors, particularly low-income seniors. While the percentage of the general population using broadband/Internet is large and growing, the percentage of low-income seniors utilizing the internet is low. Our low income seniors are not participating in our Internet-based society. We view this as a serious problem that needs to be corrected.

The Oak Park Housing Authority and the Oak Park Residence Corporation are joining together with a coalition of other northern Illinois housing organizations to submit a grant application under the National Telecommunications and Information Administration's Broadband Technology Opportunities Program (BTOP). The coalition's application correctly appreciates that the problem cannot be solved by computers and Internet access alone. It will require a cultural shift where seniors appreciate the practical benefits to them of broadband/Internet applications. We need to create an Internet-based senior support system. The application – with its emphasis on collaboration – sets out a pathway to achieve that objective. At AgeOptions, we appreciate the program's goal of individualizing training and emphasizing the practical benefits of Internet use.

The senior population in suburban Cook County represents an important part of our local economy. They have life and work experiences that need to be recycled into our community, not merely put on a shelf and neglected. The benefits of reconnecting our seniors with their network of friends, family and neighbors and the broader community will be of immense value, in ways that are yet to be realized.

Clearly, the experiences we gain can be applied in our other subsidized and conventional senior housing developments and to seniors living in their own homes. There are enormous values in getting our seniors up to a participation rate as close to 100% as we can. It will provide enormous benefits to the senior population of Oak Park, to the other coalition communities and to the State of Illinois.

Thank you for your consideration of the coalition's application.

Sincerely,

Jon Lavin, Chief Operating Officer
AgeOptions

The Area Agency on Aging of Suburban Cook County, since 1974

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, DC 20230

Dear Mr. Strickling:

I am writing to indicate the strong support and participation of the Oak Park Housing Authority and its affiliated non-profit development corporation, the Oak Park Residence Corporation, in the Illinois Coalition that is applying for funding under the Broadband Technology Opportunities Program (BTOP).

The Oak Park Housing Authority and the Residence Corporation collectively own and manage approximately 300 units of housing for low-income seniors and persons with disabilities. The level of usage of the Internet at these facilities is currently less than 10%. Because of this our residents are missing out on the major benefits of Internet connectivity. We frequently hear of residents who would like to have the opportunity to communicate with their children and grandchildren on a regular basis or who miss out on the opportunity to be a more active participant in society in general because of their isolation. We believe that a BTOP grant would enable us to greatly improve the quality of life of our homebound residents.

I ask you to look favorably upon our joint application. This award would have significant social and economic benefits to the Village of Oak Park and its senior population.

Thank you for your consideration.

Sincerely,

Edward Solan
Executive Director

CITY OF
MOLINE
ILLINOIS

Donald P. Welvaert
Mayor

619 – 16th Street
Moline, Illinois 61265

Phone:

(309) 524-2001

Email:

dwelvaert@moline.il.us

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, DC 20230

Dear Mr. Strickling:

The City of Moline strongly supports Moline Housing Authority and its Hillside Heights and Spring Valley low-income public housing developments in the Coalition's program to increase broadband/Internet use by senior and disabled residents. While the percentage of our general population in Moline using broadband/Internet is growing, I was discouraged to learn that the participation rates at the Housing Authority's developments were around 10 – 20%. Our low-income seniors are not participating in our Internet-based society. This is a serious problem that needs to be corrected.

The Coalition's application correctly appreciates that the problem cannot be solved by computers and Internet access alone. It will require a cultural shift where seniors appreciate the practical benefits to them of broadband/Internet applications. We need to create an Internet-based senior support system. The application – with its emphasis collaboration – sets out a pathway to achieve that objective. And the benefits of reconnecting our seniors with their network of friends, family and neighbors and the community will be of immense value in ways that are yet to be realized.

Clearly, the experiences we gain at Hillside Heights and Spring Valley can be applied in our other subsidized and conventional housing developments and homeowners as well. There are enormous values in getting our seniors up to a participation rate as close to 100% as we can. In addition, I can see how the development of special interest networks supported by broadband/Internet applications can be of benefit to our low-income families and to neighborhood businesses that have yet to discover the benefits of interactive websites and Internet marketing. These small Internet demonstrations at Hillside Heights and Spring Valley have the potential for improving the quality of life for many groups in our community.

I encourage you to fund the Coalition's BTOP application as it will provide enormous benefits to the City of Moline, to the Coalition communities and to the State of Illinois.

Sincerely,

Donald P. Welvaert
Mayor

Moline Housing Authority

4141 11th Avenue A
Moline, IL 61265

Telephone 309-764-1819
Fax 309-764-2120

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

Moline Housing Authority strongly desires to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other relevant applications.

At present, less than 10% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal.   This BTOP grant will fill an important void in providing important services to our residents.

We understand our responsibility to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings.   Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents.   We will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to design and staff a site-specific education and training program for our building, create an onsite computer learning center, provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives and assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our full cooperation in making this demonstration a success.

Sincerely,

Susan Anderson
Interim Executive Director

RI

ROCK ISLAND
ILLINOIS

Mayor Dennis E. Pauley

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
1401 Constitution Avenue, Room 4898
Washington, DC 20230

Dear Mr. Strickling:

The City of Rock Island strongly supports Rock Island Housing Authority and its Sunset Heights and Spencer Towers low-income public housing developments in the Coalition's program to increase broadband/Internet use by senior and disabled residents. While the percentage of our general population in Rock Island using broadband/Internet is growing, I was discouraged to learn that the participation rates at the Housing Authority's developments was around 10 – 20%. Our low-income seniors are not participating in our Internet-based society. This is a serious problem that needs to be corrected.

The Coalition's application correctly appreciates that the problem can not be solved by computers and Internet access alone. It will require a cultural shift where seniors appreciate the practical benefits to them of broadband/Internet applications. We need to create an Internet-based senior support system. The application – with its emphasis collaboration – sets out a pathway to achieve that objective. And the benefits of reconnecting our seniors with their network of friends, family and neighbors and the community will be of immense value in ways that are yet to be realized.

Clearly, the experiences we gain at Spencer Towers and Sunset Heights can be applied in our other subsidized and conventional housing developments and homeowners as well. There are enormous values in getting our seniors up to a participation rate as close to 100% as we can. In addition, I can see how the development of special interest networks supported by broadband/Internet applications can be of benefit to our low-income families and to neighborhood businesses who have yet to discover the benefits of interactive websites and Internet marketing. These small Internet demonstrations at Spencer and Sunset have the potential for improving the quality of life for many groups in our community.

I encourage you to fund the Coalition's BTOP application as it will provide enormous benefits to the City of Rock Island, to the Coalition communities and to the State of Illinois.

Sincerely,

Dennis Pauley
Mayor
City of Rock Island

RiHA

**Rock Island
Housing Authority**

227 21st Street

Rock Island, IL 61201

309-788-0825

fax: 309-788-8610

TDD:

1-800-545-1833 x355

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

Rock Island Housing Authority strongly desires to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other relevant applications.

At present, less than 10% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.

We understand our responsibility to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents. We will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to design and staff a site-specific education and training program for our building, create an onsite computer learning center, provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives and assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our full cooperation in making this demonstration a success.

Sincerely,

Susan Anderson
Executive Director
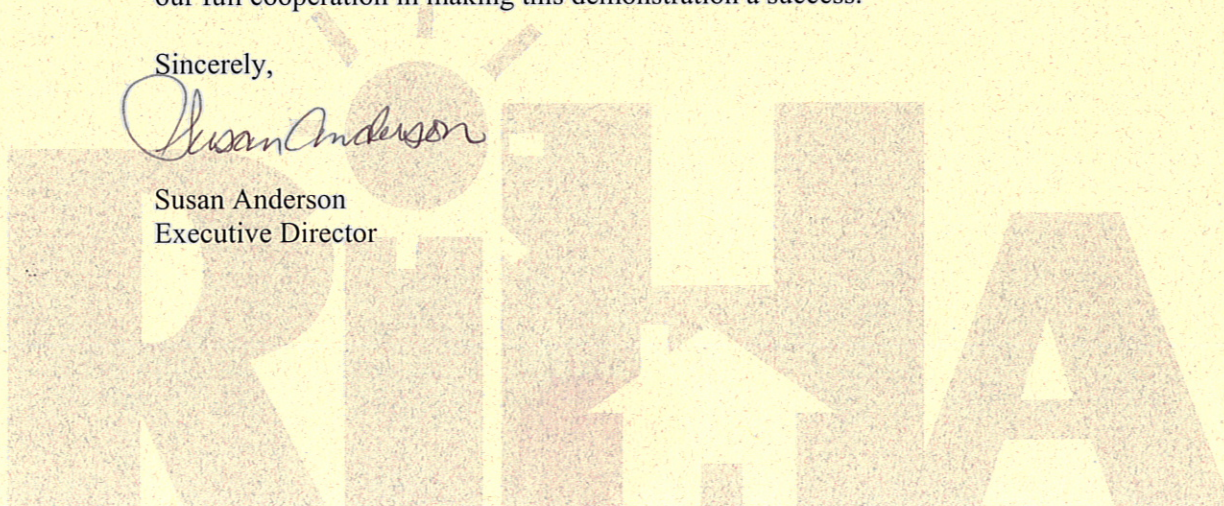
BTOP Sustainable Broadband Adoption
Community Anchor Institution Detail Template

Please complete the Anchor Institution Details worksheet by providing information or
Community Anchor Institutions that will be directly involved in or benefit from the pro
project. Add rows as necessary. All community anchor institutions should be given a
the specified list. A Community Anchor Institution is considered a minority-serving ins
is a post-secondary educational institution with enrollment of minority students excee
its total enrollment. The "Role" column only requires a word or two, or a short phrase
detailed explanation. A detailed explanation of the role of project partners and comm
institutions should be provided in the essay portions of the application.

The data provided via this template will be subject to automated processing. Applic
therefore required to provide this upload as an Excel file, and not to convert it to a F
upload. Additionally, applicants should not modify the format of this file.

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PDF prior to**

BTOP SBA Community Anchor Institutions Detail Template

Title:
Easy Grants ID:

Facility Name	Organization	Address Line 1	City	State	Zip	Facility Type	Minority Serving Institution Type	Project Role
Saratoga Tower	Grundy Tower Housing Authorit	1700 Newton Place	Morris	IL	50450	Public Housing	N/A	
Mazon Park Place	Grundy County Housing Authority	608 Center Street	Mazon	IL	60444	Public Housing	N/A	
	Northeastern Illinois AAA	200 Plaza Drive		IL		Other Community Support Organization	N/A	
Morris Senior Center		913 Pine Street	Morris	IL	60450	Other Community Support Organization	N/A	
	We Care of Grundy County	520 W Illinois Ave	Morris	IL	60450	Medical or Healthcare Provider	N/A	
	Grundy County Health Division	1320 Union Street	Morris	IL	60450	Medical or Healthcare Provider	N/A	
Kankakee County Housing A	Kankakee County Housing Authority							
Azzarelli Tower	Kankakee County Housing Authority	145 West Broadview	Kankakee	IL	60901	Other Community Support Organization	N/A	
Midtown Towers	Kankakee County Housing Authority	340 N. Dearborn	Kankakee	IL	60901	Other Institution of Higher Education	N/A	
	Northeastern Illinois AAA	434 South Poplar Street	Centralia	IL	62801	Other Community Support Organization	N/A	
Kankakee Senior Center	Salvation Army the: Senior Citizens Center	148 North Harrison Avenue	Kankakee	IL	60901	Other Community Support Organization	N/A	
Catholic Charities	Home Health Care	270 North Schuyler Avenue	Kankakee	IL	60901	Medical or Healthcare Provider	N/A	
Stevenson Gardens	Joliet Housing Authority	102 Stryker Avenue	Joliet	IL	60436	Public Housing	N/A	
Kennedy Terrace	Joliet Housing Authority	2200 Oneida Street	Joliet	IL	60435	Public Housing	N/A	
	Senior Services of Will County	251 N. Center Street	Joliet	IL	60435	Other Community Support Organization	N/A	
Joliet Senior Center		251 N. Center Street	Joliet	IL	560435	Other Community Support Organization	N/A	
Washington Apartments	Henry County Housing Authority	700 E. 2nd Street	Kewanee	IL	61443	Public Housing	N/A	
Hollis House	Henry County Housing Authority	605 Hollis Street	Kewanee	IL	61443	Public Housing	N/A	
	Alternatives for the Older Adult	731 S. Tremont Street	Kewanee	IL	61443	Other Community Support Organization	N/A	
Kewanee Senior Center		219 W. 2nd Street	Kewanee	IL	61443	Other Community Support Organization	N/A	
Golden Plaza	DeKalb Housing Authority	507 East Taylor	DeKalb	IL	60115	Public Housing	N/A	
Area Agency on Aging	Elder Care Services of Dekalb	330 Grove Street	DeKalb	IL	60115	Other Community Support Organization	N/A	
Illinios Department of Human Services	Family Service Agency	14 Health Services Drive	DeKalb	IL	60115	Other Community Support Organization	N/A	
Olesen Plaza	Rockford Housing Authority	511 N. Church Street	Rockford	IL	61103	Other Community Support Organization	N/A	
North Main Manor	Rockford Housing Authority	505 North Main Street	Rockford	IL	61103	Public Housing	N/A	
Park Terrace	Rockford Housing Authority	1000 Chamberlain	Rockford	IL	61003	Public Housing	N/A	
Area on Aging NW IL	Northern Illinois Area Agency on Aging	2576 Charles Street	Rockford	IL	61101	Other Community Support Organization	N/A	
Lifescape Community Senior Center	Lifescape Community Services	705 Kilburn Avenue	Rockford	IL	61101	Other Community Support Organization	N/A	
Milestone, Inc..	Downton Community Services (CILA)	4060 McFarland Road	Rockford	IL	61111	Medical or Healthcare Provider	N/A	

Facility Name	Organization	Address Line 1	City	State	Zip	Facility Type	Minority Serving Institution Type	Project Role
	Lifescape Community Services	705 Kilburn Avenue	Rockford	IL	61101	Other Community Support Organization	N/A	
Spencer Towers	Rock Island Housing Authority	111 20th Street	Rock Island	IL	61201	Public Housing	N/A	
Community Health Center	Primary Health Care Provider	2200 3rd Avenue	Rock Island	IL	61201	Medical or Healthcare Provider	N/A	
Sunset Heights	Rock Island Housing Authority	3130 9th Street	Rock Island	IL	61201	Public Housing	N/A	
	Western Illinois Area on Aging	729 34th Avenue	Rock Island	IL	61201	Other Community Support Organization	N/A	
Robert Young Center	Trinity Regional Health System	2701 17th Street	Rock Island	IL	61201	Medical or Healthcare Provider	N/A	
Hillside Heights	Moline Housing Authority	825 17th Street	Moline	IL	61265	Public Housing	N/A	
Spring Valley	Moline Housing Authority	1150 41st Street	Moline	IL	61265	Public Housing	N/A	
The Moline Acitivity Center		620 18th Street	Moline	IL	61265	Other Community Support Organization	N/A	
The Oaks	Oak Park Housing Authority	114 S. Humphrey	Oak Park	IL	60302	Public Housing	N/A	
Mills Park Tower	Oak Park Housing Authority	1025 Pleasant Place	Oak Park	IL	60302	Public Housing	N/A	
Age Options		1048 Lake Street	Oak Park	IL	60302	Other Community Support Organization	N/A	
	Oak Park Senior Services	418 South Oak Park Ave.	Oak Park	IL	60302	Other Community Support Organization	N/A	
River Forest Community Center		8020 Madison Street	River Forest	IL	60305	Other Community Support Organization	N/A	
Oak Park Fire & Police Department		123 Madison Street	Oak Park	IL	60302	Public Safety Entity	N/A	
Volunteer Center of Oak Park		1111 South Boulevard	Oak Park	IL	60302	Other Community Support Organization	N/A	
Beth Anne Place	Section 8 Housing	1134 La Vergne Avenue	Chicago	IL	60651	Public Housing	N/A	
Sankofa House	Section 8 Housing	4041 W. Roosevelt Road	Chicago	IL	60651	Public Housing	N/A	
Area Agency on Aging		1615 W. Chicago Avenue	Chicago	IL	60623	Other Community Support Organization	N/A	
West Side/Austin Senior Center		1615 W. Chicago Avenue	Chicago	IL	60623	Other Community Support Organization	N/A	
HIS Support Services		415 S. Kilpatrick Avenue	Chicago	IL	60644	Medical or Healthcare Provider	N/A	
Senior Suites of Austin	Section 8 Housing	335 N. Menard	Chicago	IL	60644	Public Housing	N/A	
Area Agency on Aging		2102 West Ogden	Chicago	IL	60651	Other Community Support Organization	N/A	
Austin Library		5016 West Race	Chicago	IL		Library	N/A	
Senior Suites of Bridgeport	Section 8 Housing	2825 S. Halsted	Chicago	IL	60608	Public Housing	N/A	
Area Agency on Aging		1615 West Chicago Avenue	Chicago	IL	60622	Other Community Support Organization	N/A	
South Side Senior Center		6117 South King Boulevard	Chicago	IL	60637	Other Community Support Organization	N/A	

BTOP Public Computer Center and Sustainable Broadband Adoption
Detailed Budget Template

Easy Grants ID: **4561**
Applicant: MyWay Village, Inc.
Project Title: Getting Illinois Seniors and People with Disabilities Online

SF-424A Object Class Category	General				Detail				

a. Personnel - List position, number of staff, annual salaries, % time spent on project

	Position	Federal Support	Matching Support	Total	# of Positions	Salary	% Time Spent on Project	Quarters Employed	Total
1	Program Manager	$130,000.00	$0.00	$130,000.00	1	$65,000.00	100%	8.00	$130,000
2	Director of Operations	$110,000.00	$0.00	$110,000.00	1	$55,000.00	100%	8.00	$110,000
3	Director of Training	$90,000.00	$0.00	$90,000.00	1	$45,000.00	100%	8.00	$90,000
4	Technology Director	$100,000.00	$0.00	$100,000.00	1	$50,000.00	100%	8.00	$100,000
5	Contract Administrator	$90,000.00	$0.00	$90,000.00	1	$45,000.00	100%	8.00	$90,000
6	Community Program Managers	$1,349,333.33	$0.00	$1,349,333.33	23	$32,000.00	100%	8.00	$1,349,333
7	Lead Ambassadors (Full Time)	$130,036.67	$0.00	$130,036.67	5	$28,000.00	100%	8.00	$130,037
8	Ambassadors (Part Time)	$117,033.00	$0.00	$117,033.00		$0.00			$117,033
Subtotal		$2,116,403.00	$0.00	$2,116,403.00					

b. Fringe Benefits - Include salaries and fringe rate.

	Position	Federal Support	Matching Support	Total	# of Positions	Salary	% Time Spent on Project	Quarters Employed	Fringe Rate	Total
1	Program Manager	$18,945.00	$0.00	$18,945.00	1	$65,000	100%	8.00	14.57%	$18,945
2	Director of Operations	$17,415.00	$0.00	$17,415.00	1	$55,000	100%	8.00	15.83%	$17,415
3	Director of Training	$15,885.00	$0.00	$15,885.00	1	$45,000	100%	8.00	17.65%	$15,885
4	Technology Director	$16,650.00	$0.00	$16,650.00	1	$50,000	100%	8.00	16.65%	$16,650
5	Contract Administrator	$15,885.00	$0.00	$15,885.00	1	$45,000	100%	8.00	17.65%	$15,885
6	Community Program Managers	$292,974.00	$0.00	$292,974.00	23	$32,000	100%	8.00	21.71%	$292,974
7	Lead Ambassadors (Full Time)	$30,846.56	$0.00	$30,846.56	5	$28,000	100%	8.00	26.36%	$30,847
Subtotal		$408,600.56	$0.00	$408,600.56						

c. Travel - For significant costs, include details such as number and purpose of trips, destinations.

Purpose of Trip	Federal Support	Matching Support	Total	# of Trips	Cost per Trip	Total
Trips from Applicant HQ to Community Sites	$44,850.00	$0.00	$44,850.00	69	$650.00	$44,850.00
Staff Travel from State Coordination Center to Sites	$43,200.00	$0.00	$43,200.00	2,880	$15.00	$43,200.00
Trainee Travel from Sites to Hub Classrooms	$0.00	$0.00	$0.00	0	$0.00	$0.00
			$0.00			$0.00
Subtotal	$88,050.00	$0.00	$88,050.00			

d. Equipment Costs - List equipment with # of units and unit costs. Distinguish between equipment intended for applicant use versus equipment for the end

	Equipment Description	Federal Support	Matching Support	Total	#Units	Unit Cost	Total
Applicant Equipment							
	Laptop Computer and bag	$27,140.00	$0.00	$27,140.00	23	$1,180	$27,140
	Mobile Phone	$4,600.00	$0.00	$4,600.00	23	$10	$4,600
		$0.00	$0.00	$0.00	0	$0	$0
		$0.00	$0.00	$0.00	0	$0	$0
User Equipment							
1	Learning Work Station incl' Monitor	$0.00	$149,868.00	$149,868.00	276	$543	$149,868
2	Touch Screen Computer	$0.00	$17,250.00	$17,250.00	23	$750	$17,250
3	CL Software Licenses (per community/month)	$0.00	$98,670.00	$98,670.00	506	$195	$98,670
4	Learning Work Station Locks / Security	$0.00	$3,240.00	$3,240.00	81	$40	$3,240
5	Chair / Desks / Furniture	$0.00	$28,038.46	$28,038.46	81	$346	$28,038
6	Printer & Scanner	$0.00	$0.00	$0.00	0	$535	$0
7	Smart Whiteboard/Classroom Equip	$0.00	$5,800.00	$5,800.00	2	$2,900	$5,800
8	Network Cabling and Infrastructure Equipment	$0.00	$534,820.00	$534,820.00	11	$48,620	$534,820
9	Physical Plant, Power	$0.00	$8,050.00	$8,050.00	23	$350	$8,050
10	Network Switch / Security Appliance	$0.00	$0.00	$0.00	0	$0	$0
11	Personal Computer / Voucher	$215,907.70	$503,784.64	$719,692.35	1,714	$420	$719,692
12	Adaptive Input Hardware (average)	$0.00	$51,406.60	$51,406.60	1,714	$30	$51,407
Subtotal		$247,647.70	$1,400,927.70	$1,648,575.41		$0	$0

e. Supplies - List costs associated with materials/printing, curriculum, translations, and other supplies

Description	Federal Support	Matching Support	Total	#Units (If Applicable)	Unit Cost (If Applicable)	Total
Paper/Ink	$69,000.00	$0.00	$69,000.00			$69,000
Curriculum and User Training Materials	$82,800.00	$0.00	$82,800.00			$82,800
			$0.00			$0
			$0.00			$0
Subtotal	$151,800.00	$0.00	$151,800.00			

f. Contractual - List contractors with purpose of contract, hourly rate or total fixed rate.

Contractor	Federal Support	Matching Support	Total	# Hours (If Applicable)	Hourly Rate (If Applicable)	Total Contract
DSSA - Project Evaluation, Reporting & Dissemination	$300,000.00	$0.00	$300,000.00			$300,000.00
			$0.00			$0.00
			$0.00			$0.00
			$0.00			$0.00
Subtotal	$300,000.00	$0.00	$300,000.00			

g. Construction - If applicable, list construction costs

Description	Federal Support	Matching Support	Total
			$0.00
			$0.00
			$0.00
			$0.00
Subtotal	$0.00	$0.00	$0.00

h. Other - List costs associated with grant subrecipients as well as other costs not listed above such as rent, technology (website hosting, internet connection),

	Description	Federal Support	Matching Support	Total	#Units (If Applicable)	Unit Cost (If Applicable)	Total
1	Computer Maintenance & Warranty	$274,860.60	$0.00	$274,860.60			$274,861
2	Broadband Connection - Incumbents	$423,456.00	$423,456.00	$846,912.00			$846,912
3	Broadband Connection - New Service	$146,875.00	$146,875.00	$293,750.00			$293,750
4	Curriculum Development	$51,000.00	$51,000.00	$102,000.00			$102,000
5	Customer Service	$59,198.64	$0.00	$59,198.64			$59,199
6	Staff Hiring & Training Cost	$49,915.83	$0.00	$49,915.83			$49,916
7	Grant Development & Preparation	$30,000.00	$30,000.00	$60,000.00			$60,000
8	0	$0.00	$0.00	$0.00			$0
Subtotal		$1,035,306.07	$651,331.00	$1,686,637.07			

i. Total Direct Charges (sum of a-h)		$4,347,807.33	$2,052,258.70	$6,400,066.04

j. Indirect Charges	Indirect Labor Charge @ 16%	$404,000.73	$0.00	$404,000.73

Total Eligible Project Costs		$4,751,808.06	$2,052,258.70	$6,804,066.76
Match Percentage		30.2%		

Explanation of Indirect Charges

Applicant plans to negotiate an Indirect Cost Rate. We have applied a projected allocation of corporate overhead to the Personnel and Fringe Benefits costs of this project and found that the implied Indirect Cost Rate is slightly higher than 16%

Additional Budget Notes   ##

BUDGET INFORMATION - Non-Construction Programs

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. BTOP	11.557	$	$	$ 4,751,808.06	$ 2,052,258.70	$ 6,804,066.76
2.						0.00
3.						0.00
4.						0.00
5. Totals		$ 0.00	$ 0.00	$ 4,751,808.06	$ 2,052,258.70	$ 6,804,066.76

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1) Federal	(2) Non-Federal	(3)		
a. Personnel	$ 2,116,403.00	$ 0.00	$	$	$ 2,116,403.00
b. Fringe Benefits	408,600.56	0.00			408,600.56
c. Travel	88,050.00	0.00			88,050.00
d. Equipment	247,647.70	1,400,927.70			1,648,575.40
e. Supplies	151,800.00	0.00			151,800.00
f. Contractual	300,000.00	0.00			300,000.00
g. Construction	0.00	0.00			0.00
h. Other	1,035,306.07	651,331.00			1,686,637.07
i. Total Direct Charges (sum of 6a-6h)	4,347,807.33	2,052,258.70	0.00	0.00	6,400,066.03
j. Indirect Charges	404,000.73	0.00			404,000.73
k. TOTALS (sum of 6i and 6j)	$ 4,751,808.06	$ 2,052,258.70	$ 0.00	$ 0.00	$ 6,804,066.76
7. Program Income	$	$	$	$	$ 0.00

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Exhibit A: Illinois Communities and Populations Served by this Application

A.   <u>**Public Housing Authorities – 9 PHAs, 17 buildings**</u>

Kankakee (2 buildings)
>   1) Midtown Towers, 340 N. Dearborn, Kankakee (100 units)
>   2) Azzarelli Tower, 1450 W. Broadview, Kankakee (100 units)
>   Randy McGill
>   185 N. St. Joseph Ave.
>   Kankakee, Illinois 60901
>   815-939-7125
>   rmcgill@kchail.com

Henry County (2 buildings)
>   3) Washington Apartments, 700 E. Second St, Kewanee (74 units)
>   4) Hollis House, 605 Hollis Street, Kewanee (50 units)
>   Kathleen Barton
>   125 N. Chestnut St.
>   Kewanee, Illinois 61443
>   309-852-2801
>   kbarton@henrycountyhousing.us
>   aheise@henrycountyhousing.us
>   nsmith@yhenrycountyhousing.us

Grundy County (2 buildings)
>   5) Saratoga Tower, 1700 Newton Place, Morris (95 units)
>   6) Mazon Park Place, 608 Canton Street, Mazon (20 units)
>   Brent Newman
>   1700 Newton Place
>   Morris, Illinois 60450
>   815-942-6198
>   bnewman@gcha.us

Rockford (2 buildings) (ROCKFORD MAY BE PROPOSING THIRD BUILDING IN WEST PART OF CITY)
>   7) North Main Manor, 505 N. Main St., Rockford, (187 units)
>   8) Olesen Plaza, 511 N. Church St. Rockford (151 units)
>   John Cressman
>   223 South Winnebago Street
>   Rockford, Illinois 61102
>   815-987-2960
>   jcressman@rockfordha.org
>   AHiggins@rockfordha.org
>   CSweeny@rockfordha.org
>   JStromberg@rockfordha.org
>   kellconsulting@sbcglobal.net

Rock Island (2 buildings)

    9) Spencer Tower, 111 20th Street, Rock Island (199 units)

    10) Sunset Heights, 3130 9th Street, Rock Island (141 units)

    Susan Anderson

    Mary Gallardo – Special Projects

    227 21st Street

    Rock Island, Illinois 61201

    309-788-0825

    sanderson@riha4rent.org

    mgallardo@riha4rent.org

Moline Housing Authority (2 buildings)

    11) Hillside Heights, 825 17th St., Moline (121 units)

    12) Spring Valley, 1150 31st St. A, Moline (184 units)

    Susan Anderson – Acting Director

    4141 11th Ave. A

    Moline, Illinois 60265

    398-764-1819

    sanderson@riha4rent.org

Joliet (2 buildings)

    13) Adlai Stevenson, 102 Stryker, Joliet (177 units)

    14) John F. Kennedy, 2200 Oneida St., Joliet (173 units)

    Henry Morris

    6 South Broadway Street

    Joliet, Illinois 60436

    815-727-0611

    hajed@core.com

    Mark Jakiedlski

    ceo@hajoliet.org

Oak Park Housing Authority (2 buildings)

    15) The Oaks, 114 S. Humphrey, Oak Park (74 units)

    16) Mills Park Tower, 1025 Pleasant Place, Oak Park (198 units)

    Edward Solan

    21 South Boulevard

    Oak Park, Illinois 60302

    708-386-9322

    esolan@oakparkrc.com

    Rosemary Serio

    RSTheOaks@yahool.com

Waukegan (1 building)

    Steve Silverman

    215 South Martin Luther King Dr.

    Waukegan, Illinois 60085

    847-244-8500

    ssilverman@waukeganhousing.com

B. **Section 8 Buildings (5 sponsors, 6 buildings)**

Bethel New Life (1 building)
      17) Bethel New Life, 4950 Thomas St., Chicago (210 units)
      Steven McCullough
      4950 Thomas St.
      Chicago, Illinois 60651
      773-473-7870
      ALudington@BethelNewLife.org
      SMcCullough@BethelNewLIfe.org
      laurena@bethalnewlife.org

Habilitative Systems (1 building)
      18) Habilitative Systems, 415 South Kilpatrick St., Chicago (60 units)
      Donald Dew
      415 South Kilpatrick Street
      Chicago, Illinois 60644
      Dewhsi72@aol.com

Sankofa House (1 building)
      19) Sankofa Housed, 4041 West Roosevelt Road, Chicago (60 units)
      Annetta Wilson
      4041 West Roosevelt Road
      Chicago, Illinois
      Annetta.wilson@sbcglobal.net

Cedar Village 80 units (1 building)
      20) Cedar Village, 310 Milwaukee Avenue, Lake Villa (80 units)
      Cedar Village Limited Partnership (Ben, Dan and David)
      310 Milwaukee Avenue
      Lake Villa, Illinois
      BSMA4@comcast.net

Senior Lifestyles (2 buildings)
      21) Senior Suites of Austin (84 units)
      Michelle Harris, Property Manager
      335 N. Menard Avenue
      Chicago, IL 60644
      773-378-0333

      22) Senior Suites of Bridgeport (86 Units)
      Carolyn Jaksic, Property Manager
      2825 S. Halsted Avenue
      Chicago, IL 60608
      312-326-0333

Potential Markets for Awareness Raising, Education and Training
in Buildings, the Buiilding Census Tract and Adjacent Neighborhoods

4 x 65
4

	Building	Address	Congress District	City	Total Units	Average Residents	Census Map	Census Tract	Total CT Populate	65+ in CT	4x65+
1	Midtown Tpwer	340 N. Dearborn	11 Halv	Kankakee	100	115	Yes	#123	5,576	411	1,644
2	Azzarelli Tower	145 W. Broadview	11 Halv	Kankakee	100	115	Yes	#117	3,417	721	2,884
3	Washington Apts	700 E. 2nd St.	17 Hare	Kewanee	74	85	Yes	#308	3,322	632	2,528
4	Hollis House	605 Hollis St	17 Hare	Kewanee	50	57	Yes	#310	3,594	986	3,944
5	Saratoga Tower	1700 Newton Place	11 Halv	Morris	95	109	Yes	#6	2,773	344	1,376
6	Mazon Park Place	608 Center St.	11 Halv	Mazon	20	23	Yes	#4	3,545	442	1,768
7	North Main Manor	505 N. Main	16 Manz	Rockford	187	215	Yes	#29	1,708	469	1,876
8	Olesen Plaza	511 N. Church St.	16 Manz	Rockford	151	173	Yes	#29	**	**	**
9	Park Terrace	1000 Chamberlain St.	16 Manz	Rockford	183	210	Yes	#8	3,247	314	1,256
10	Spencer Tower	111 20th St.	17 Hare	Rock Isle	199	228	Yes	#226	1,968	261	1,044
11	Sunset Heights	3130 9th St.	17 Hare	Rock Isle	141	162	Yes	#244	1,955	286	1,144
12	Hillside Heights	825 17th St.	17 Hare	Moline	121	139	Yes	#217	3,991	355	1,420
13	Spring Valley	1150 31st Ave.	17 Hare	Moline	184	211	Yes	#215	4,277	869	3,476
14	Adlai Stevenson	102 Stryker	11 Halv	Joliet	177	203	Yes	#8828	5,434	1668	6,672
15	John Kennedy	2200 Oneida	11 Halv	Joliet	173	198	Yes	#8828	**	**	**
16	The Oaks	114 S. Humphrey	7 Davis	Oak Park	74	85	Yes	#8126	3,753	216	864
17	Mills Park Tower	1-025 Pleasant Place	7 Davis	Oak Park	198	227	Yes	#8128	5,358	590	2,360
18	Golden Years Plaza	507 E. Taylor St	14 Foster	DeKalb	150	172	Yes	#13	5,582	598	2,392
19	Bethel New Life	4950 Thomas St.	7 Davis	Chicago	210	241	Yes	#2511	5,669	445	1,780
20	Habilitative Sytems	415 S. Kilpatrick	7 Davis	Chicago	60	69	Yes	#2522	8,969	1119	4,476
21	Sankofa House	4041 Roosevelt	7 Davis	Chicago	58	66	Yes	#2909	4,519	450	1,800
22	Bridgeport Suites	2825 S Halstead St.	7 Davis	Chicago	85	97	Yes	#6008	4,257	415	1,660
23	Austin Sr. Suites	335 N. Menard	7 Davis	Chicago	84	96	Yes	#2520	6,575	652	2,608
	TOTALS				2,874	3,296			89,489	12243	48,972

143.30

Assumptions:

Used census map and census tracts to develop total populations, and populations greater than 60, and Greater than 65

The source material was the 2000 Census

One "neighborhood" beyond the Census Tract was developing by multiplying the over 65 population in the CT by 4

There are 3 separate audiences for the awareness/education/training intervention. One it the building. The other is the Census Tract.

There are 3,296 residents in the building, 12,243 in the Census Tract, and an estimated 48,972 in in the four adjacent Census Tracts

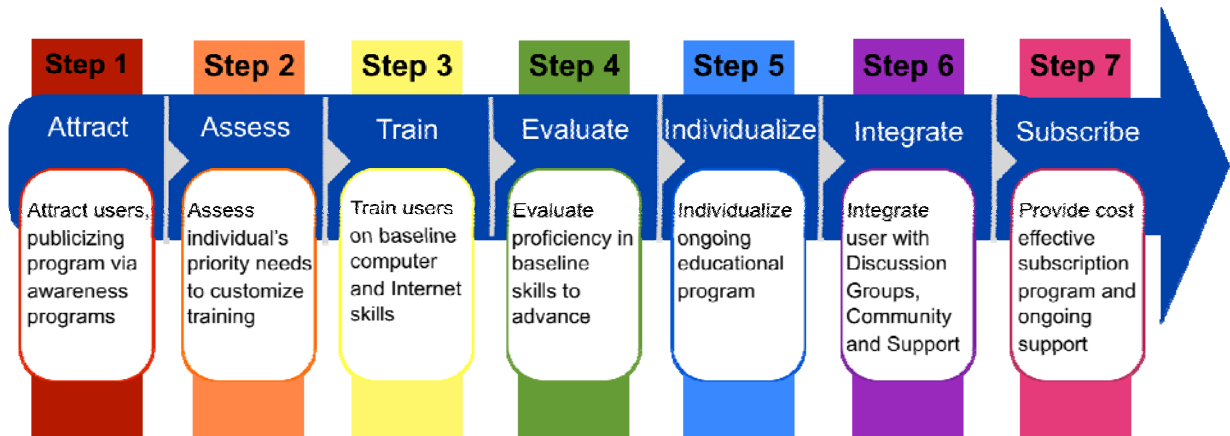** Included in other Census Tracks

Exhibit B: Connected Living Adoption and Sustainability Program Overview

Introduction
The Connected Living Adoption & Sustainability Program (CLASP) was developed through demonstration projects in Massachusetts and Illinois in 2008 and 2009. CLASP is successful in helping seniors progress from "ground zero" in their understanding of the Internet to becoming regular Internet users and subscribers. It is comprehensive, personalized and supportive. The program attracts potential users by successfully explaining Internet benefits to the individual senior and then leading them through a personalized learning program comprised of individual assessment, group classes, videos and printed materials and access to a supervised computer lab. The program stays relevant by focusing on the individual needs of each user and delivering new skill sets that make a difference in their lives. Most important, the program provides support in person or over the phone every step of the way.

CLASP consists of the seven steps outlined below.

Connected Living Adoption and Sustainability Program
Seven Steps to Sustainable Broadband Adoption

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Attract	Assess	Train	Evaluate	Individualize	Integrate	Subscribe
Attract users, publicizing program via awareness programs	Assess individual's priority needs to customize training	Train users on baseline computer and Internet skills	Evaluate proficiency in baseline skills to advance	Individualize ongoing educational program	Integrate user with Discussion Groups, Community and Support	Provide cost effective subscription program and ongoing support

Step 1: ATTRACT – Awareness Raising and Internet Evangelism
Many seniors do understand all the benefits of being connected, and often the right set of questions and "awareness campaign" makes it clear that being connected would be very meaningful to their lives.

CLASP awareness programs attract users by focusing on specific benefits, i.e. "stay in touch with your grandkids," "learn more about your Medicare benefits" or "meet fellow residents with interests similar to yours." Connected Living awareness campaigns are well-developed and tested. In each community, pre-launch awareness-raising efforts begin one month prior to the official launch of the program. Campaigns are multi-faceted in order to engage the full range of potential users and generally include the

following components that are typical of the process to introduce CLASP to a senior housing community:

Raising Awareness:

- Arrange an initial meeting with the building manager, resident services coordinator and other staff to explain the Internet, CLASP and the program to be introduced. Building staff can be very important in creating a positive reaction with residents, particularly if they indicate that they can see personal benefits to themselves in using the Internet.

- Meet with the community's Resident Council or leadership group. A Connected Living representative meets with the Resident Council of each community to present and answer questions about the program to resident leaders within in the community. The goal is to get support from residents with influence and who are respected by other residents.

- Conduct follow-up meetings with the building staff and resident leadership so that they are familiar and comfortable with the program that will be implemented and to answer any problems and questions prior to the Town Hall Meeting. In the month leading up to the launch, all managers and community staff are given a one hour orientation on Connected Living and how it will impact their community. A Connected Living representative will meet with the "resident services" director to provide extra training on how to explain the program to residents and their friends and family members.

- Send mailings to residents and their families with information about Connected Living and CLASP. This mailing also provides information about the online help-desk service available through the Connected Living Center so that residents and their families can access more information about the program.

Launching the Program:

- Promote and arrange a Town Hall Meeting involving building residents, staff and residents families where the Internet and its benefits can be presented and questions answered. The goal is to create an entire community of Internet users – an Internet "network" where ideas and experiences can be shared and affinity groups formed.

- One week before the launch, all residents receive an invitation to attend the launch party. A large poster advertising that "Connected Living is Coming" is displayed in the lobby of the building, and reminder letters and flyers are sent to residents. Connected Living launches are festive occasions with an introduction of Connected Living staff, a description of the Connected Living program, a demo

of the Connected Living portal and applications and speeches by resident and community leaders. At the launch party, Connected Living staff highlights three or four residents, bringing them to the front of the room to discuss their experience or goals with computer usage. This builds a sense of camaraderie and comfort with the program as residents see their peers enjoying Connected Living at the beginning of this experience.

- An example of a Connected Living "launch." Please view the attached video of Massachusetts Governor Deval Patrick, Boston Mayor Tom Menino and Boston District Six Councilor John Tobin speaking at the launch of a Connected Living program for the Ethos community in West Roxbury, MA on February 5, 2010: http://www.youtube.com/watch?v=avF6PS9FfNc
- Throughout the year, Connected Living staff host regular Friday Family Nights where family and friends and seniors in the neighborhood have the opportunity to meet the Community Internet Organizer and Connected Living staff and learn about CLIP and CLASP. In addition, the Community Internet Organizer and the Connected Living Staff take portable computer learning center to community groups so that they enjoy some of the same experiences as building residents.

Post launch, awareness-building continues through regularly programmed Connected Living activities, such as weekly Open Computer Lounges, monthly Memoir Challenges, the Connected Living Incentive Program and weekly Discussion Group Sessions discussed below.

<div style="background-color:orange; color:white; padding:2px;">Step 2: ASSESS – Interests and Skill Levels</div>

The assessment stage of the Connected Living program discovers the individual capabilities and needs of each user. New users come to the Connected Living program with a wide range of computer experience and physical capabilities. For example, some community residents typed eight hours a day at their prior jobs while others have never used a keyboard or have physical impediments that prevent them from using any input device other than a touch screen. Typical information gathered from residents during surveys even before the first meeting with Connect Living Staff includes:

Have you used a typewriter at school _____, at your home _____, at work _____
Have you used a computer at school _____, at your home _____, at work _____
Do you want to learn to use computer/Internet? Yes_____, No _____ Don't know _____
E-Mail address: _____Computer: Y/N _____ BB Connection: Y/N _____
On a scale of 0 – 10, how would you rate your Computer/Internet Skills? _____

In CLASP, each resident is assigned to a program staff member who will work with the resident toward the achievement of computer/Internet skills in case-management one-on-one sessions. During the first session, the staff member bonds with the senior with a

7

focus on the senior's "priority need" – his or her communication or information-gathering purpose that governs why the user wants to learn to use the Internet. Some of the areas of Internet interest to be explored in this session include:

Areas of Potential Internet/Computer Interest on Scale of 0 – 10, with comments:
1. Connecting with children and grandchildren _____
2. Getting an e-mail account _____
3. Sending and receiving e-mail messages _____
4. Attaching documents or photos to e-mail messages _____
5. Learning to use Google and other Internet-access programs_____
6. Accessing information on Medicare, Medicaid, Drug programs _____
7. Budgeting, banking, paying bills _____
8. Accessing government financial support programs _____
9. Accessing online games and entertainment _____
10. Connecting to hobbies and interest groups _____
11. Accessing information on health care _____

The objective is to get to know the senior. It is likely too early at the first meeting to determine the ultimate motivation of the resident to "adopt and sustain broadband usage." They are browsing or "window shopping." They are likely to know only that they would like to use e-mail and access web resources. A "case file" is developed, starting with the resident survey and including the additional information generated as the individual meetings take place.

The pairing of the resident with an Internet coach during this assessment stage helps to personalize the experience. This comfort level is further developed through user participation in Discussion Groups and ongoing encouragement from family members, community staff and peers. Seniors are learning new tools for communications and news.

Step 3: TRAIN – Introductory Internet Skills, E-Mail and the Web

The goal is to motivate seniors to get online because there are practical and particularized benefits from using Internet tools and skills. The initial training covers the different web applications our research and experience suggest are of greatest interest to seniors. We want seniors to develop foundation Internet and "learning-to-learn" skills so that they have the capacity and sustained motivation to develop their own journeys on the World Wide Web. The Connected Living Portal is designed to enable seniors to experience all of the advantages the Internet with a minimal amount of training. It is an easy-to-learn beginning to education and training and a lifetime of Internet use.

The Connected Living home page is designed to give users a simple starting point for their Internet education, with large, highly visible buttons for navigation and a clear context for advancing through the site. It illustrates the benefits and applications available on the Internet in an introductory and controlled environment.

Figure 1: the home page gives seniors a clear, contextual user interface.

The portal consists of two basic parts—applications and social networking.

Easy-to-Learn Applications:
Through simplified applications, users get an immediate sense of Internet benefits, continuing the awareness-raising process. They can: (1) send and receive mail messages with friends, family; (2) upload, view and share photos; (3) listen to music and radio programs; (4) play a variety of games; (5) access and explore the web; (6) write, read and comment on daily events in diaries and memoirs; and (6) keep track of appointments in a calendar. These activities represent simplified versions of core Internet applications of interest to seniors.

Social Networking:
The social networking functions on the portal allow users to connect and communicate with one another and with friends and family throughout the country and world. Families can share photos and videos and can communicate with one another in a private message board. In addition, users can communicate via video chat, an application of special interest to seniors who are grandparents. Each of the Connected

Living applications is designed to help users develop foundation Internet skills, taking into consideration common senior problems related to vision and dexterity and the challenges of developing the skills to operate Internet applications.

The one-on-one instruction is supplemented with group activities, handouts and other offline and online training materials. The individual sessions with the program staff is used to provide particularized assistance for the skills relevant to the individual senior.

Step 4: EVALUATE – Assessing Past Learning – Planning For The Future.

The objective of the initial training is to create a foundation of skills. The senior should demonstrate basic knowledge of the computer and have the capacity to use e-mail and access the web. To accomplish these goals, the senior must demonstrate a commitment to the learning process and a desire to proceed. The evaluation will determine whether the seniors are properly motivated to achieve a base-level of competence.

The skill metrics that are measured include: (1) confidence with the basic operation of the computer; (2) skill in using the mouse, moving the cursor to specific locations on the screen: (3) performing mouse functions like clicking and dragging; (4) sending and receiving e-mail; (5) accessing the Connected Living home page and the basic applications; (6) accessing and using Google for simple web searches; (7) using a search engine to locate websites and information; (8) navigation from the home page to content locations on websites; (9) attaching a document and a photo to an e-mail; (10) locate and play online games; and (11) ability to communicate with friends or family using e-mail.

Once a participant completes the evaluation phase and can create goals for further Internet use, the resident has "earned" the right in the program to have a computer and Internet access in their residential unit. Proper adoption is achieved when a new user relies on the Internet as a source of communication and information like the TV, the morning paper, a phone or other sources of information and capacities for communication. The provision of the computer and broadband connectivity function as "incentives" to motivate education and training and to become regular users of and subscribers to the Internet. If the resident does not complete the evaluation on the first try, the results of the evaluation are explained, a new training program is developed and the senior is encouraged to prepare for a second try as soon as possible.

This is a situation similar to preparing for and taking Driver's License tests, where it is useful to "train to the test." The goal is not to identify the superior students but motivate the senior to prepare sufficiently and pass a basic competence evaluation.

Step 5: INDIVIDUALIZE – Development of Personalized Internet Discovery Plans

Most of the instruction to this point in the program is oriented to the development of foundation skills, in effect Internet "schooling," where the two educational goals are developing the motivation to learn and the computer/Internet basics. This is the start of the resident's lifelong "education" journey on the Internet. This is the time when the

resident, with the help of his/her coach, begins to concentrate on the particular reasons the resident is using the Internet and the applications and training materials of greatest interest to the resident.

The two year awareness and adoption program funded by BTOP is lengthy. The "introductions" will take place within six months. The "education" portion takes place during the remaining months. During that final phase, residents will have access to personal "coaching" as well as additional group classes, computer lab sessions, on-line and video instruction and access to the on-line Connected Living Center and Help Desk. There is the opportunity for a significant number of additional interest areas to be discovered and recalibrations of the initial interest areas as the resident gains more skills, more confidence in using the Internet and a greater understanding of what is available. During this period the onsite staff functions less as instructors and more like librarians to help the residents continually adjust their orientations to their experiences, skill levels and changing interests.

MyWay Village has a library of well-developed and moderated group discussion topics for residents that involve the development and use of Internet skills to expand on the elements of the discussion. There is also a library of video and printed materials explaining all parts of the education and training programs for quiet review and study. Affinity groups will be promoted among the residents on topics of interest or among residents who want to discuss specific skill areas like the use of blogs and chats, video cameras and the other Internet-based technologies, which will develop within the two year period covered by the BTOP grant.

Throughout the two year program, there will be online materials to be considered, additional one-on-one sessions with the program staff and interest or affinity groups in the building. The first effort at customization is to create motivation and to develop the foundation skills required for Internet usage. The later efforts are available to explore materials and resources that the seniors can use to implement their own Internet interest program as it evolves over time, designed to maximize the utility and benefits of the experiences to the individual senior.

Step 6: INTEGRATE – Computer and Internet Use into Daily Living

Connected Living is not just a web site or computer program—it is a way of enhancing one's life and remaining engaged in family and community issues, public affairs and connections to whatever interests the user has had in the past or may develop in the future.

Weekly discussion groups, led by program staff, provide users with regular group meetings on topics of interest to seniors, activities, games and entertainment and continual explanation of new applications that seniors elsewhere have enjoyed. All community members have access to regular group meetings which are both entertaining and intellectually stimulating, enabling them to reminisce together to

promote a greater appreciation of all Community members have in common as well as their unique differences.   These group discussions are a vehicle for residents and staff members to showcase their unique talents, experiences and memories, promoting respect and appreciation of individual or cultural differences. Discussing in a group setting the challenges and successes that individual seniors have with their Internet experiences enables the benefits of broadband connections to be shared in a group setting or network, reinforces the feeling of peer support – that "everyone can do this" – and creates a sense of pride and group purpose.

At the regular group meetings which provide ongoing support in community computer centers, program staff continues to encourage and assist residents to invite family members and friends from "outside" of the community to join the resident's Connected Living account. This is another essential level of integration. Generations of family members have increased peace of mind when they have regular Internet-based communication with elderly loved ones in a manner that is convenient, effective and fun!

Step 7: SUBSCRIBE – Evidencing Support

Ultimately the goal is to convince residents in low-income housing that subscribing to an Internet service creates values that should become a budgetary priority.

CLASP outperforms other broadband education, training and adoption programs for four key reasons. First, the program is relationship-centered (instead of technology-centered) from the user's point of view. The program staff focuses on each individual user's background and current needs to introduce technology in a personally relevant manner. All technical training is done on an individual basis, not in a group setting, which is why other senior-focused training programs fail.

Second, the program offers multiple layers of support (individual, family, neighbor, community) in which each constituent reinforces the others' desire to participate. However, the major driver is the gradually revealed self-interest of the new user, coupled with the group experience, offline and online materials, and the personalized support and assistance.

Third, CLASP incorporates complementary offline and online experiences. What is done online parallels external program activities (meeting with community members, discussing and researching interests, discussion groups, etc.) so social networking, information gathering, etc. online becomes comfortable and familiar.

Fourth, the Connected Living instruction program is designed to promote consistent opportunities for building feelings of success at every point in the process with every user. This personalized, non-overwhelming learning process with built-in reinforcement builds self-esteem and encourages users to 'stay connected.'

Exhibit C: Implementation Strategy

Month	TASK
	CLASP IMPLEMENTATION PLAN
Month	**TASK**
	SET UP
1	Hire/Train Community Managers and Ambassadors (22 for project--2 per bldg)
1	Set up Connected Living Internet Portal (CLIP) for all communities
1	Tech Audit for Communities (11)
1	Set up Operations Infrastructure for each community
	PRE-LAUNCH
2 & 3	Fully equip and Set up Computer Lab
2 & 3	Train key bldg staff on CLIP and CLASP
2 & 3	Train selected Resident Influencers in Building
2 & 3	Yearbook sessions-to completely fill digital directory
2 & 3	Resident Meetings-to market up coming launch of CLASP
	LAUNCH
3	Launch Party to highlight staff CLIP and Residents' CLIP to show ease of program
3	Launch new community to initiate beginning of CLASP to entire residents beyond select resident influencers
	POST LAUNCH
4	Start 1st weekly group session (open to all)
4	Start 1st set of 1 to 1 lessons with seniors (45 seniors/wk)
4	Start 1st Weekly computer lab (open to all)
	CLASP-PHASE 1- Assess, Train & Evaluate
5	Continue Weekly Themed Labs
5	Continue Weekly Themed Group discussions
5	*Session 1*--Needs assessment/Computer Skills Survey & begin filling out CLIP Profile
5	Post Session 1 Planning-Create Project plan to customize programming per experience and Priority Needs
5	*Session 2*--Introduce CLIP & start basics of computer
5	*Session 3*--Teach CLIP & Internet Searches
5	*Session 4*--Teach resident's choice internet search
5	Enroll new residents (move-ins/transfers) & start session 1
5	Track results and attendance of each resident
6	Evaluate each resident & plan for next phase of CLASP
	CLASP-PHASE 2-Individualize
7 thru 12	Continue Weekly Themed Labs
7 thru 12	Continue Weekly Themed Group discussions
7 thru 12	Continue Sessions with a customized program per users' priority need

7 thru 12	Track results and attendance of each resident
7 thru 12	Enroll new residents (move-ins/transfers) & start session 1
	CLASP-PHASE 3-Integrate
12 thru 24	Continue Weekly Themed Labs
12 thru 24	Continue Weekly Themed Group discussions
12 thru 24	Continue Sessions with a customized program per users' priority need
12 thru 24	Track results and attendance of each resident
12 thru 24	Enroll new residents (move-ins/transfers) & start session 1

CLASP STAFF RESPONSIBILITIES

	Responsibilities		Person Responsible			
Month	Task	CL MGR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
0	*SET UP Tasks*					
	STAFF RECRUITMENT					
0	Place Ads for Ambassadors/Mgrs					x
0	Recruit/Interview for CL mgr/Ambassadors					x
0	Do 2 Reference Checks on new employees					x
0	Employee Paperwork completed					x
0	Complete Background Checks					x
1	Offer positions	x	x			
	CL MGR/LEAD AMBASSADOR ONBOARDING & TRAINING					
1	Orientation to CL (2hrs)	x	x			
1	Orientation to Portal (2hrs)		x			
1	Connected Living Curriculum for Group and Individualized instruction (4 hrs)		x			
1	Tracking Tools & Evaluation (4 hrs)		x			x
1	Staff management & recruitment (2 hrs)	x	x			
1	Resident Recruitment & Marketing (2 hrs)	x	x			
1	Working with Dementia Trng (4 hours)		x			
1	Operation Standards Trng (4 hrs)	x	x			

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Month	Task	CLASP DIR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
1	Technology Basics Training (2 hrs)			x	x	
1	Ambassador 101 Training (4 hrs)			x		
	TECHNOLOGY AUDITS/FULLFILLMENT					
1	Cite Visit to assess tech capacity				x	
1	Complete Audit with Direct Needs for installation of computers & internet		X		x	X
1	Order Internet from Vendor				x	
1	Order Computers/projector from Vendor				x	
1	Order Desks for computers				x	x
1	Set Tentative installation date for Lab				x	
1	Make Hard and soft infrastructure improvements to prepare lab for install date				X	
2	Install Computers & Lab				x	

	Responsibilities	Person Responsible				
Month	Task	CLASP DIR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
	PRE-LAUNCH TASKS					
2	**BUILDING STAFF TRAININGS**					
2	Orientation to Connected Living (2 hrs)	x				
2	Portal Training Workshop (2 hrs)	x		x		
2	Community Marketing Training (2 hrs)	x				
	STATS & TRACKING SET UP					
2	Get Residents' List	x				
2	Get Building Staff List	x				
2	Customize Stats Trackers for bldg	x				
2	Input Bldg on IL Tracker					x
2	Grab general Resident STATS	x				
	ORDER COLLATERAL & SUPPLIES					
2	Order Posters-launch/cl coming soon					x
2	Order CL table cloths					x
2	Order CL Premiums-pens & bags					x
2	Order CL Photo cards					x
2	Order invites/flyers					x
2	Order Ambassador Binders					x
	RESIDENT ENGAGEMENT ACTIVITIES					
2	Set up CL is COMING SOON POSTERS		x			
2	Meeting with Building Resident Council	x				
2	Presentation at Town Hall Meeting	x				
2	Meet with Residents that will be showcased at Launch	x				
2	Yearbook Sessions to set up Digital Directory	x				

Month	Task	CLASP DIR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
2	Set up Pages with Residents that will be at the launch	x				
2	Resident Influencers meeting	x				
2	Family Night	x				
	OPERATIONS SET UP					
2	Labor tracker set up		x			x
2	Payroll System Set up		x			x
2	Budget Tracker Set up		x			x
2	QAR checklist schedule set up		x			x
2	Employee Eval/Review process		x			x
	Responsibilities	**Person Responsible**				
Month	Task	CLASP DIR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
	MARKETING ACTIVITIES					
2	Mail/Post Invitations for Family Night					x
2	Mail/Post Invitations for Launch					x
2	Senior Center Seminars-How to write Memoirs using CL		CLMGR	x		
2	Senior Center Seminars-Cross train your brain using CL		CLMGR	x		
2	Distribute press release about Senior Seminars					x
2	Distribute press release about Senior Launch					x
	LAUNCH TASKS					
3	Customize Launch Presentation to Building		x			
3	Dry run on Tech functions in presentation room and lab				x	
3	Order Food					
3	Order Balloons					
3	Post Posters around community					
day of Launch	Lay out photo cards	x	x		x	
4	Lay out table cloths	x				
4	Lay out balloons	x				
4	Set up Food table	x				
4	Set up Equipment-screen/projector/computer				x	
4	Set up AV system				x	
4	Set up Seating	x				
	Take Photos	x				
	Set up Appointment Cards	x				
	Set up Gift bags & Prizes	x				
	POST LAUNCH					

4	Survey Pre-eval with all residents	x	x
4	Start first of four appointments with residents	x	observe
4	Start First Group Classes	x	observe
4	Start OPEN LAB Workshops	x	
4	Set up Profiles for all residents	x	
4	Set up Lesson Plans for all residents	x	assist
4	Set up Goals for all residents	x	assist

Exhibit D: CLASP Computer and Internet Basic Proficiency Evaluation

User Name: _____   Total Points:

Date of Evaluation: _____   Status: P   NI   U

COMPUTER HARDWARE EVALUATION	Points	Score
1 Turn Computer On/Off	5	
2 Mouse Proficiency: user can navigate to 5 targets on screen (pointed to by assessee) and use R,L Click on mouse appropriately. Or demonstrate adaptive equip proficiency	10	
3 Keyboard Proficiency - show proper use of SHIFT, RETURN/ENTER, Space Bar, Caps Lock	15	
4 Type this sentence using Keyboard or adaptive equipment: "The big brown dog raced down the street to get a treat."	20	
Total Points	50	

Must have 30 points to PASS

Status: Pass, Needs Improvement, Unsatisfactory _____

CONNECTED LIVING ADOPTION & SUSTAINABILITY PROGRAM EVALUATION		
1 What is a basic description of the Internet?	5	
2 Name 3 Top Level Domains and generally what they refer to: .com, .net, .edu, .gov	5	
3 Describe the function of the address bar on a web browser	5	
4 Launch an Internet Browser	5	
5 Identify and navigate to (2) Internet Search Engine Websites	10	
6 Demosntrate proper usage of the "Back" arrow or button on the browser	10	
7 Add a website to "favorites" on a web browser	10	
8 Use a Search Engine to locate a website that contains information about senior health	10	
9 Navigate through 3 link or pages on this senior health website	10	
10 Use a Search Engine to locate an online local newspaper	10	
11 Demonstrate proficiency on a broadband based Email or messaging system: view address book, send a message, reply to a message	10	
12 Demonstrate proficiency on a broadband-based photo sharing application: View Photos	10	
Total Points	100	

Must have 80 points to PASS

Status: Pass, Needs Improvement, Unsatisfactory _____

CONNECTED LIVING INTERNET PORTAL EVALUATION

#	Skill	Points	
1	Launch Internet Browser	5	
2	Navigate to CL Sign-in Page	10	
3	Sign In/Out of Account	10	
4	Send a new My Mail message to a friend or family member	10	
5	Demonstrate the Invite process through the My Family Page	10	
6	View Digital Photos in My Photos - Slideshow Mode	10	
7	View Shared Profiles of 2 Community Members (process for friend invite, expanding social network)	10	
8	Demonstrate ability to play a game in My Games	10	
9	Demonstrate ability to select a memoir written by a member of the Community and write a comment on that memoir	10	
10	Navigate to My Internet & select a website to browse from the recommended list	15	
	Total Points	100	

Must have 75 points to PASS

Status: Pass, Needs Improvement, Unsatisfactory _____

Exhibit E: Connected Living Internet Portal
The Connected Living Internet Portal has been specially designed to enable seniors and latecomers to computer technology to experience all the advantages the Internet can bring in an easy, comfortable, unintimidating environment. This portal serves as an excellent platform for seniors to access the Internet both for the first time and in an ongoing basis.

The home page is designed to give users a simple, intuitive starting point for their online activities, with large, highly visible buttons for navigation and a clear context for advancing through the site.

Figure 1: the home page gives seniors a clear, contextual user interface.

The portal is comprised of two major areas of functionality—applications and social networking. Through the simplified applications, users can explore what the Internet has to offer. They can send and receive mail messages with friends, family, and one another (including with internet users who do not have a Connected Living account), upload, view, and share photos, listen to music and radio programs, play a variety games, explore the web, write, read, and comment on memoirs, and keep track of appointments in a calendar.

The social networking area allows users to connect and communicate with one another, with friends in other areas of the world, and of course, family. Families can share photos, videos, and can communicate with one another in a private message board as

well. In addition, users will be able to communicate with loved ones instantly via text and video chat functionality. Each of the applications is designed to help users accomplish simple tasks—always taking into account common issues like vision and dexterity challenges, confidence, and navigational confusion.

The **Start Here** area gives users an opportunity to access a variety of interesting, engaging content designed to assist in the use of the portal and in using the Internet in general. Content in this area is designed to be uplifting, interesting, and engaging. The content is updated weekly, and includes topics such as health, happiness, holidays, and more.
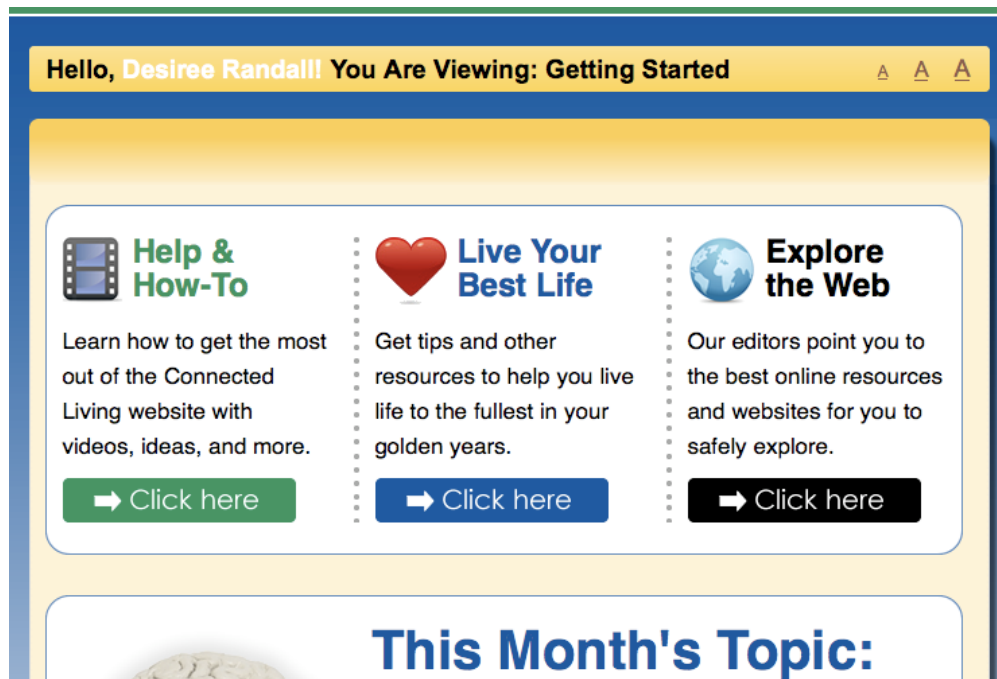
Figure 2: The Start Here Section.

In **My Mail,** users can send internet mail messages to friends and family without having to worry about spam or remembering email addresses. The My Mail application allows for safe, easy email messaging and features the popular **Visual Address Book,** a feature that allows users to simply click on a photo of a friend or family member in order to send a message.
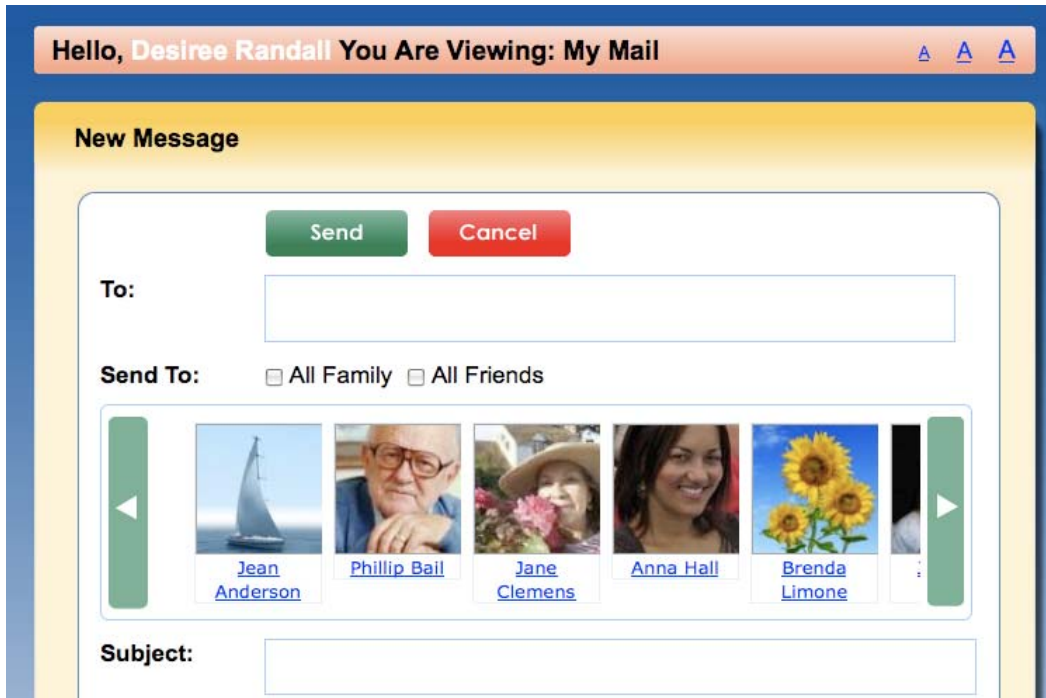
Figure 3: The Visual Address Book.

In **My Photos,** a popular feature is the large, full-screen slideshow, which allows image viewing in a format suitable for older users. Seniors can view, share, comment on, and print photos of their own or those shared with them.
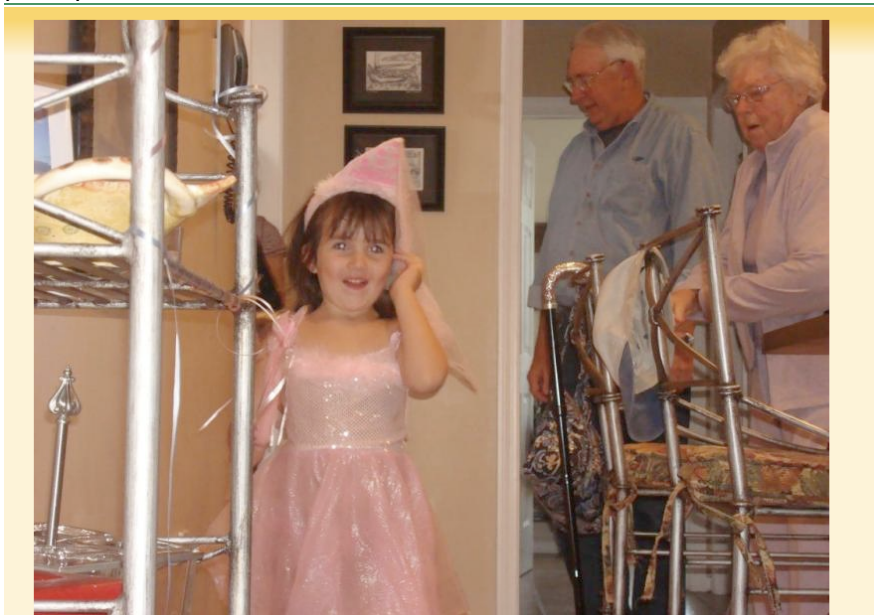
Figure 4: Photo album slideshow.

In **My Library,** users can listen to public domain popular music from Big Band orchestras, Benny Goodman, and more. In addition, they can gain access to nearly 1,000 free, top-quality documentary films from partners such as SnagFilms.

My Games offers a wide array of games—from simple to challenging—which build hand-eye coordination, exercise the user's brain, and entertain all at the same time. Games include brain health games from FitBrains, crossword puzzles, jigsaw puzzles, trivia, and more.
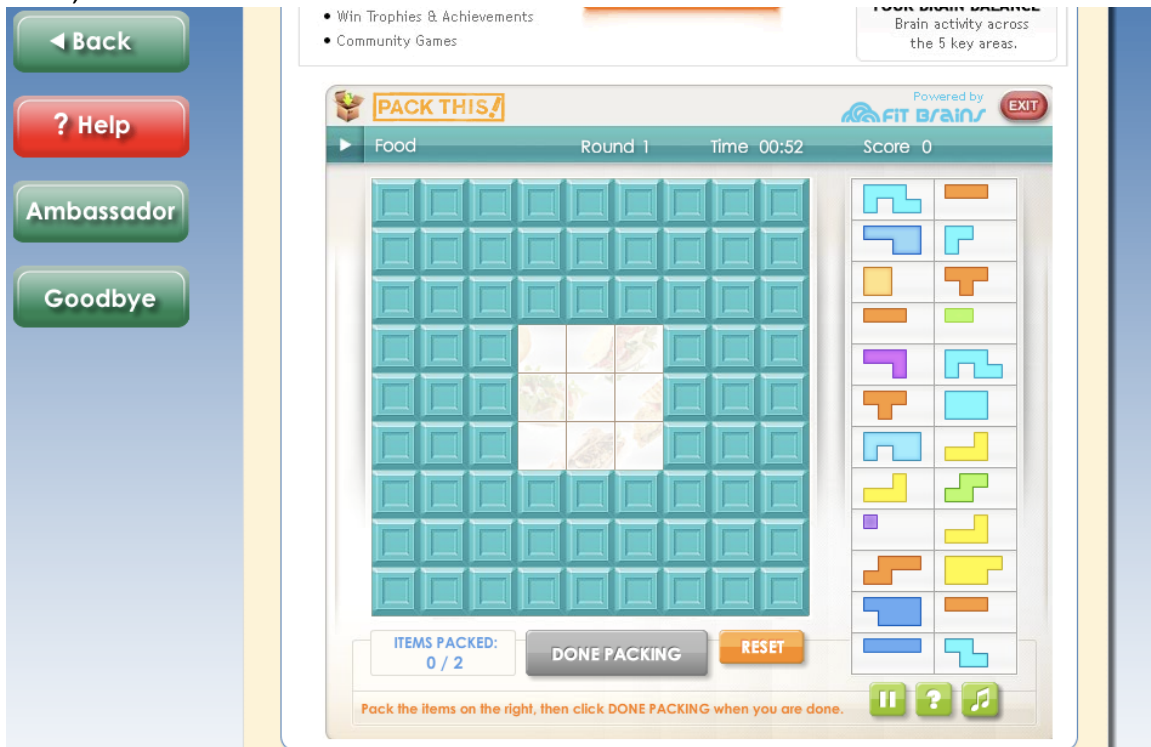
Figure 5: The Games offering includes brain health games from FitBrains.

The **My Internet** section provides users with a fast, safe, vetted route to the Internet. It features links to popular sites like WebMD and CNN.com. In addition, a user is always just one click away from returning to Connected Living, as all sites are presented in a framed window with the familiar Connected Living interface. Essentially, the My Internet section is like training wheels to help users get started with and confident in surfing the open web.
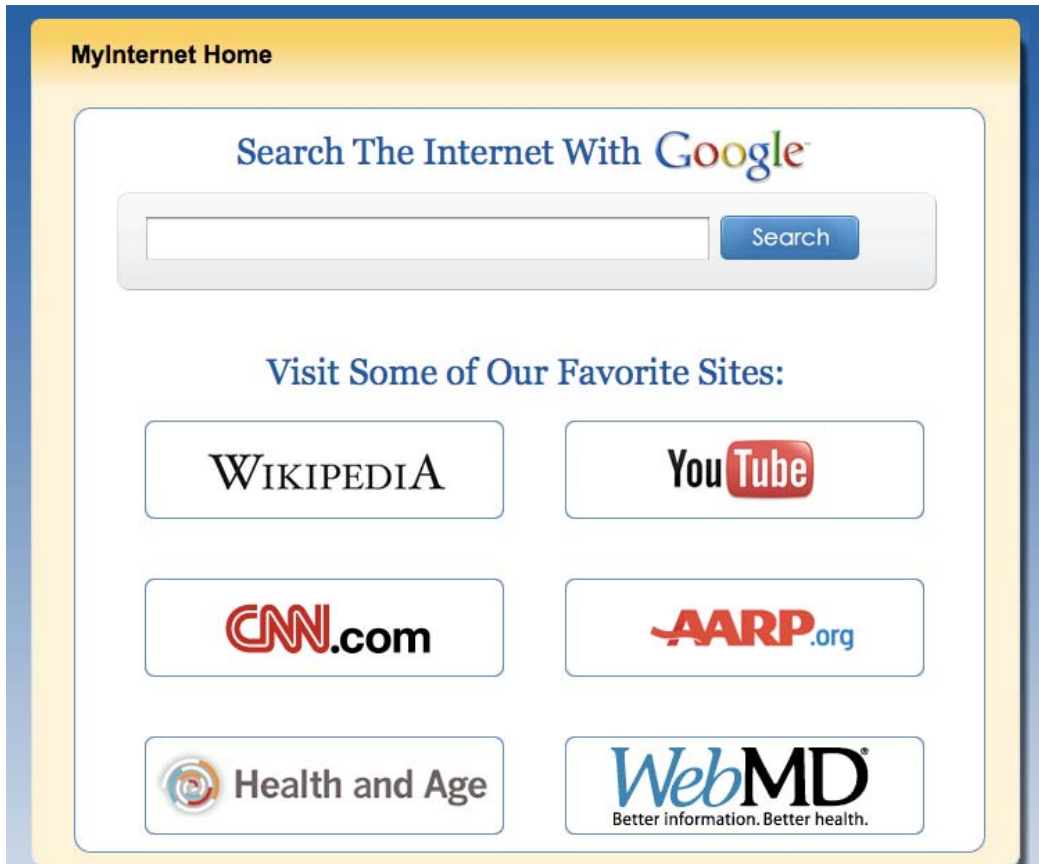
Figure 6: My Internet interface

My Memoirs allows users an opportunity to record their life stories in Connected Living. They can share their memoirs with friends and family—or keep them private. Seniors can choose to write about stories from their own memory or can write based on a pre-set list of topics from history.

Since users can created records or correspond about any topic, the My Memoirs section is also used as a forum to share discussions from Connected Living classes or other community events. Approximately 40% of all registered users in assisted living environments (including those who do not have a computer in their individual dwelling unit) access the My Memoirs section of the portal at least once per month.

Choose a Life Chapter to Write About:

Photo	Title & Summary
	1908 Ford Introduces the Model-T Where were you when Ford introduced the Model-T?
	1912 Titanic hits iceberg and sinks Where were you when the Titanic sank?
	1919 Treaty of Versailles Ends World War I Where were you when World War I ended?
	1920 Women Granted the Right to Vote in U.S. Where were you when woman were granted the right to vote?

Figure 7: History Memoir Topics

My Calendar makes it simple for users to add, edit, and share appointments. Within three clicks, a senior can create a new event in her calendar. My Calendar takes the challenges of a complicated application and makes it simple.

Figure 8: Adding a calendar event

The **My Wellness** section is designed to help seniors age more comfortably and safely, whether in the home or in a senior community. The key objectives of this section of the site are to provide seniors with the tools necessary to lower depression, increase health and medical compliance, and to provide greater access to health monitoring and wellness tools.

Highlights of the wellness portal include prescription drugs delivered to the users' doors, easy access to health records and information, in-home blood pressure and weight monitoring, and brain health and fitness.

Figure 9: The Wellness Portal

Built into the Connected Living Internet Portal is an administrator dashboard that helps onsite MyWay Village Ambassadors and remote customer service representatives at the Connected Living Center assist users in retrieving lost passwords and performing other administrative functions. The dashboard also enables community staff to send messages, updates and calendars to every member of their community.

Through Google Analytics, the administrators of Connected Living can also deliver usage statistics that are vital to reporting on the success of the Connected Living Adoption and Sustainability Program.

A brief video demonstration of the Connected Living Internet Portal can be viewed at: http://www.connectedliving.com/seniors_video.html

Additional questions can be answered by calling the Connected Living Center at 800-223-5080.

Exhibit F: Internet Adoption in Current Connected Living Communities

Introduction: In August 2008, MyWay Village signed a contract with Brookdale Senior Living ("Brookdale"), America's largest private provider of assisted and independent senior living communities (NYSE: BKD), to provide its Connected Living program to eight Brookdale communities in the Chicago area. The program was launched at each of the eight communities between November 15, 2008 and January 31, 2009. Prior to the launch, according to Brookdale's best estimates, approximately 100 out of 1,950 residents (or 4.5% of the population) in these eight communities used the Internet, primarily through computers in common areas or in their dwelling unit.

Connected Living Program: Under the agreement, each Brookdale community received the same Connected Living Learning Program described above: 1) a "Digital Resident Directory" with profiles of community residents and staff, 2) a private account on the Connected Living social network application for each resident and their invited family and friends, 3) up to four hours of personal, one-on-one computer training for each resident from a Connected Living Ambassador, 4) weekly Connected Living classes conducted by Connected Living Ambassadors, 5) weekly computer labs conducted by Connected Living Ambassador, and 6) training for community staff on the Connected Living application. In addition, MyWay Village experimented with various program elements to spread awareness of the program and spur initial adoption.

Additional Adoption Elements: The Connected Living staff held "kick-off" events at each community that included an audio-visual presentation of the Connected Living program to explain its purpose and benefits. The Connected Living staff, including Ambassadors assigned permanently to each respective community, marketed the program to residents with the assistance of community staff through announcements, posters and mailers. Attendance at these kick off events was generally good (30-40% of community populations), and at the end of each event the Connected Living staff collected information and a digital photograph from each willing resident to include in a "Digital Community Directory" profile. The process of collecting profile information enabled Ambassadors to identify resident interests and priority needs, and identified compelling reasons for residents to set up individual one-on-one training.

In addition, by opening Connected Living classes to all community residents without requiring prior participation in New User Assessment and Basic Training, community members were able to bring their friends and family to classes (making them a more "social" experience) and were able to enter the program at their own speed.

Initial Adoption Results: By December 31, 2009, the Connected Living program had raised adoption (defined as active usage of the Connected Living social network application) from less than 5% (approximately 100 out of 1,950 residents) to 44% (887 out of 2,028 residents):

2009 Adoption and Sustained Internet Usage in MWV Chicago Senior Living Communities
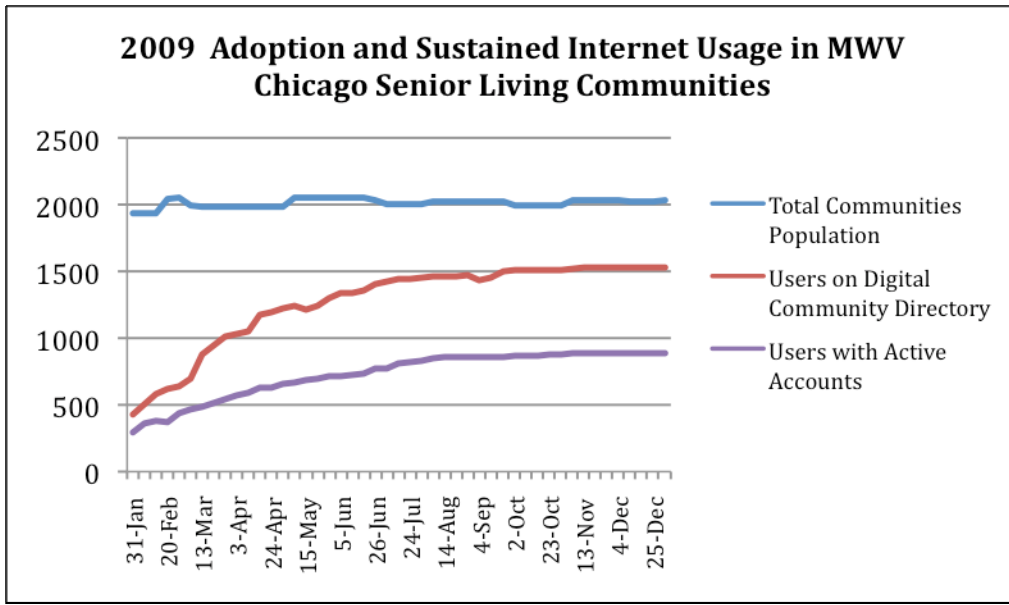
Broadband Internet adoption rose through a combination of factors including the augmentation of existing senior living community infrastructure with additional computers and wireless network access, active marketing and awareness building campaigns to community residents and their families, the offer of optional no-cost individual instruction for residents, the introduction of regular group classes with engaging curriculum.

Modifications to Program: The Connected Living program at Brookdale Senior Living and subsequent variants of Connected Living offered at communities managed by Emeritus Senior Living and other providers served as the foundation of the Connected Living Adoption and Sustainability Program. MyWay Village created CLASP by increasing the hours of individual one-on-one instruction from Ambassadors, instituting a proficiency evaluation in order to ensure that each user "earns" the right to receive a subsidized computer and augmenting support programs from the Connected Living Center.

Exhibit G: Program Timeline and Milestones

This project will utilize a team of program staff to conduct 22 community launches ensure the success implementation of the program through tracking and evaluation. It will take 3 months to successfully launch an individual community with CLASP. The major milestones to ensure full deployment of the program are: ***Set up Activities, Pre-launch Activities, Launch Activities, and Post-launch Activities***.

Effectively **"Launching"** a building in the third month lays a firm foundation for sustainable adoption. Creating enthusiasm and excitement for the program with this vulnerable population is critical to the success and efficiency of CLASP. Thus, **Set-up** and **Pre-launch activities** in month one and two create a positive backdrop for the launch. The launch's primary focus is to dispel seniors' self-doubt of technology use and encourage seniors to try using the computer and the internet. If the launch is not executed correctly, this self-doubt could create a barrier from achieving optimal usage of technology from the seniors.

Lastly, are the **"Post launch Activities."** Initially after the launch in the fourth month of the program, the first phase of evaluation for the purpose of needs and technology assessment begins. Accurate and quality needs assessment provides us with the proper data to establish "purposeful goals" for the senior. At this critical juncture, CLASP needs to maximize the momentum created by the launch by scheduling appointments for sessions and keeping attendance high at weekly labs and classes. Delivering the sessions weekly with every resident will provide confidence building and motivations for the seniors to keep working until they are fully proficient to use the internet independently.

A project timeline from grant award is included in the appendices G & H. Key milestones included are:

- **Month 1**-**Set up** and prepare equipment and staffing for all buildings
- **Month 2 & 3**-**Pre-launch** is where Training of staff & select residents begins and computer labs are fully deployed (CLC)
- **Month 3**-**Launch** individual buildings, thus program is initiated to all residents in building
- **Month 4**-**Post Launch—CLASP begins.** Weekly group discussions and Weekly Group Labs begin. First set of one to one sessions begin.
- **Month 5**-**Assess** residents' needs/skills, **Train** lessons one through 4 with every resident in the building
- **Month 6**-**Evaluate** residents progress and plan to individualize programming for residents
- **Month 7-11**-**Individualize** programming and continue one to one training, weekly group sessions, and weekly labs
- **Month 12-24**-**Integrate** Computer Usage and Internet Usage as part of the residents' regular activities. Continue support via one to one trainings, Connected Living Remote Support via phone, and weekly classes/labs.

Action Steps	Target Dates to Complete
Review of literature	July – Aug 2010
Development of instruments to measure outcomes	July – Aug 2010
Institutional Review Board Application	Aug 2010
Computer program development to tag respondents	Aug 2010
Residential demographics and needs analysis	Aug 2010
Development of interview questions	July-Aug 2010
Survey Administration to Residents	Aug-Sep 2010
Ongoing assessment of computer training using surveys and focus groups	Sept 2010 – June 2013
Feedback for trainers	Ongoing
Ongoing assessment of instructional support using surveys and focus groups	Sept 2010- June 2013
Feedback for instructors	Ongoing
Ongoing analysis of survey & interview data	Sept 2010- June 2013
Broadband Adoption Institute	Sept 2010- June 2015
Preparation of annual report	June 2011, 2012, 2013
Review of findings with Advisory Board	June 2011, 2012, 2013
Presentation of final report	Sept 2013

Exhibit H: Technology Strategy and Roll-out plan

Technology Objectives
The objective of the technology at the twenty (20) senior living facilities is to support the following primary services:
   a) Provide a computer learning center at each facility by which seniors can be assisted in understanding the fundamental use of computer technology;
   b) Provide Internet access to the facility so that seniors can be assisted with understanding the many uses of the Internet and be shown i) the use of email that can assist with keeping them in communications with their loved ones and the wider community and ii) the many information websites that can be useful to their daily lives (i.e., health websites, government assistance websites, etc.);
   c) Provide a computer "device" in each of the senior living units to foster the continued and regular use of computers and the internet after their initial learning experience.

Secondary services of the technology infrastructure:
   d) Provide a building computer network to support facilities-wide automation and security systems, emerging green technologies and facilities support software.

Technology Introduction
This Broadband Service Section details the requirements to provide broadband Internet to each residential apartment at the twenty-two (22) senior living facilities.   These requirements consist of:
   a) The initial technology infrastructure at each facility to support broadband service, and
   b) Ongoing support of that infrastructure.

This section also details the initial capital investment required for all facilities as well as two (2) years operating cost to support the infrastructure.
The technology infrastructure can be provided by:
a) Incumbent Service: As part of a pre-existing service from an Incumbent Provider (i.e. DSL or Cable). This approach requires paying monthly service charges to the Incumbent for each senior resident.   There are no capital costs for this approach as such costs are borne by the Incumbent. However, the Coalition will have little control over the network and thereby additional services that may be used by it. Additionally, this approach costs more to operate than the Self Service approach.
b) Self Service: As newly constructed infrastructure with broadband service provided directly to each senior apartment by the Coalition. This approach requires a considerable capital outlay, however, its total cost to build and operate are lower than similar Incumbent Services.
c) 50/50 Service: Entails providing service at 50% of the housing facilities from Incumbents and 50% of the housing facilities from Self Service. This approach acknowledges that Approach a) and b) are not exclusive and that the particular requirements of each housing facility must be evaluated to determine the optimal approach to take.

This proposal anticipates utilization of an Incumbent Service at 50% of the housing facilities and utilization of Self Service at the remaining 50% of facilities (the 50/50 Approach). While it is our preference to utilize Self Service networks, we will utilize the right approach given the technology infrastructure in place at each facility as well as the management capability and inclination at each location. Our preference is based on the cost effectiveness of the Self Service approach over time. Self Service networks will cost $26.63 per residential unit per month over two years, while an all Incumbent Service approach will cost $25.00 per residential unit per month and the 50/50 approach will cost $17.58 per residential units per month (See Costs).

The housing facilities that are a part of this proposal average between 87 and 115 units per building. We have used a one hundred (100) unit building as our standard model for network build-out and cost analysis. This facility has 11 floors with the first floor dedicated for common use and the remaining floors having 10 living units per floor).

Technology Components

To support these services each facility will require the following technology components:
    I.   Broadband connectivity to the facility;
    II. Network connectivity throughout the facility capable of supporting computers in the computer learning center as well as computers in each senior's living unit.

I. Broadband Connectivity

The first component of the technology infrastructure is to provide broadband Internet services to the facility. This service is the network "Main Feed" to the building. The broadband service must have enough capacity, expressed as download and upload speed, to support the current and near-term future Internet requirements of the residents and staff. These requirements will include the need to support voice and video services through the broadband connection to the building. We have estimated the facility broadband capacity to be 25mbps download and 15mbps upload to the Standard Building. This is based on the need to support 3mbps download speed and 1mbps upload speed for each resident. This creates the need for 300mbps download and 100mbps upload overall capacity. However, because of the nature of the Internet, the broadband needs of residents can be multiplexed over a single building connection by a ratio of 15 to 1. This creates a building capacity need for residents of 20mbps download and 7mbps upload. The remaining capacity needs of the estimated requirements if for building support activities. Broadband services can be provided by: DSL, Cable, T1s/T3s, Fixed Wireless.

II. Facility Network Infrastructure

A private computer network must be installed at each building. This network is used as the backbone to provide internet connectivity within the building between the computer learning center, the resident's computers, the facility management computers and other networked building devices. The network infrastructure can be installed as a wired network or wireless network within the building.

A wired network would require a routing device connected to the facility broadband service (the Main Feed). The router would then connect to switches located on each floor of the facility. The floor switch directly connects to the computing devices on each floor (resident computers). An Ethernet cable would be installed from the appropriate switch to the i) computer learning

center, ii) the building meeting room, iii) the building management offices and iv) each resident living unit.

A wireless network has most of the same requirements of a wired network by having a router and switches installed. However, instead of installing cables to each required room and living unit, a series of wireless access points (WAPs) are installed on each floor of the building. The wireless access points provide the same functionality as wired connections; network devices will connect to the network using wireless technology.

A cost savings of 10-20% is achieved deploying a wireless network over a wired network. We include the build-out of wired networks to present a conservative estimate of costs.

Costs:

The cost details below specify the capital costs and two (2) years of operating costs for each approach. The capital costs specify: a) the build-out of wired networks capable of providing broadband service directly to the residents of each senior in the targeted facilities and b) the build out of a network operating center and field service facility to support the facilities. The operating costs for Self Service specify: a) the outside bandwidth necessary to support all facilities, b) the technology administrative costs and c) the staffing costs needed to support the facilities. Note: All operating costs may be provided as contracted services. The operating costs for Incumbent Service specify the fees charged by the Incumbent to provide service to each senior tenant.

Incumbent Service Only

The cost analysis below is for broadband service to 22 buildings representing 2,200 residential units. The costs assume an average building of 11 stories high with 100 apartments. Further, the costs solely utilizing incumbent carrier(s) for all buildings.

Total Number of buildings	22
Total Number of residential units	2706

Capital Requirements			Operating Requirements (24 months)*		
There are no capital requirements for the incumbent network(s). incumbent network(s). These costs are the burden of the incumbent(s).			Cost per resident per month	$	25
			Annaul cost per resident	$	300
			Number of residents	$	2,706
			Cost per year to service all residents	$	811,800
			TOTAL FUNDING: INCUMBENT NETWORK (Two years)	$	1,623,600

COST ANALYSIS

Total Capital costs per building	$	-	Total Operating costs per building	$	73,800
Total Capital costs per resident	$	-	Total Operating costs per resident	$	600
			Total Costs: Capital and Operating per building	$	73,800
			Total Costs: Capital and Operating per resident	$	600
			Total costs per building per month	$	3,075
			Total Operating costs per resident per month	$	25.00

*Based on full depreciation of capital costs over 5 years

Self Service Analysis

The cost analysis below is for broadband service to 22 buildings representing 2,200 residential senior units. The costs assumes an average building of 11 stories with 100 apartments (the first floor is used solely for public space). The costs are for the build-out of a self-managed and serviced network for each building.

Total Number of buildings	22	Floors per building	11
Total Number of residential units	2706	Residents per building	123

Self Service :

Capital Requirements				Operating Requirements (24 months)*			
				Contracted Services	M	Cost	Total
Network Equipment and Installation (wired) / per building							
				Bandwidth to Building and Management of Network	24	$ 1,250	$ 30,000
To building broadband equip.	1						
Main building router	1						
Main building Switch	1			Number of buildings			22
UPS for Router/Switch	1						
Main Cabinet	1						
		$	3,100	Total Services			660,000
				Services			
One switch per floor	10			Bandwidth of 25mbps D. x 15mbps U.			
UPS for each switch	10						
Cabinet for floor equip.	10			24-7 Telephone Support			
		$	4,500				
				24 hour residential On-Site (for internet connectivity)			
First floor cabling and install	5						
Cabling to each residents	123						
Cabling to switches	10			8 hour building On-Site (for building outages, etc.)			
Network Installation/PM	1						
In building splash page	1						
		$	36,600	Cable re-wiring as needed			
Total per building		$	44,200	Pro-Active Nework Monitoring			
				Pro-Active Network Alerting			
Total Capital Costs		$	972,400				
				Quarterly System PM			
Equipment Replacement		$	97,240				
GRAND TOTAL CAPITAL COSTS		**$ 1,069,640**		GRAND TOTAL TWO (2) YEAR OPERATING COSTS			**$ 660,000**
				Total Required Funding			**$ 1,729,640**

Cost Analysis

Total Capital costs per building	$	48,620	Total Operating costs per building	$	30,000
Total Capital costs per resident	$	395	Total Operating costs per resident	$	244
			Total Costs: Capital and Operating per building	$	78,620
			Total Costs: Capital and Operating per resident	$	639.19
			Total costs per building per month*	$	3,276
			Total costs per resident per month*	$	26.63
			Total costs per building per month*	$	2,060
			Total costs per resident per month*	$	16.75

50-50 Analysis: 50% Self Service / 50% Incumbent Service

The cost analysis below is for broadband service to 22 buildings representing 2,706 residential units. The costs assume an average building of 11 stories high with 100 apartments. Further, the costs assumes the build-out of a network to provide broadband to 50% of the buildings and the utilization of incubent carrier(s) for the remaining 50% of buildings.

Total Number of buildings	22	Floors per build	11
Total Number of residential units	2,706	Residents per b	123

Self Service: 11 buildings

Capital Requirements

Network Equipment and Installation (wired) / per building

Operating Requirements (24 months)*

Contracted Servic	M	Cost	Total
Bandwidth to B	24	$ 1,250	$ 30,000

To building broadband equip.	1	Management of Network
Main building router	1	
Main building Switch	1	Number of buildings — 11
UPS for Router/Switch	1	
Main Cabinet	1	
	$ 3,100	Total Services — 330,000

One switch per floor	10	Services
UPS for each switch	10	Bandwidth of 25mbps D. x 15mbps U.
Cabinet for floor equip.	10	24-7 Telephone Support
	$ 4,500	

First floor cabling and install	5	24 hour residential On-Site
Cabling to each residents	123	(for internet connectivity)
Cabling to switches	10	8 hour building On-Site
Network Installation/PM	1	(for building outages, etc.)
In building splash page	1	
	$ 36,600	Cable re-wiring as needed
Total per building	$ 44,200	Pro-Active Nework Monitoring
		Pro-Active Network Alerting

Total Capital Costs	$ 486,200	
		Quarterly System PM
Equipment Replacement	$ 48,620	

GRAND TOTAL CAPITAL COSTS	$ 534,820	GRAND TOTAL TWO (2) YEAR OPERATING C	$ 330,000

Incumbent

TOTAL SELF-SERVICE FUNDING — $ 864,820

Capital Requirements

There are no capital requirements for the incumbent network(s). incumbent network(s). These costs are the burden of the incumbent(s).

Operating Requirements (24 months)*

Cost per resident per month	$	25
Annual cost per resident	$	300
Number of residents	$	1,353
Cost per year to service all residents	$	405,900
TOTAL FUNDING: INCUMBENT NETWORK (T	$	811,800
(For 11 buildings)		
Total Capital Funding — $ 534,820	Total Operating Funding	$	1,141,800

Cost Analysis

TOTAL REQUIRED FUNDING: ALL BUILDING $ 1,676,620

Total Capital costs per building	$	24,310
Total Capital costs per resident	$	198

Total Operating costs per building	$	51,900
Total Operating costs per resident	$	422
Total Costs: Capital and Operating per buildi	$	76,210
Total Costs: Capital and Operating per reside	$	619.59
Total costs per building per month	$	3,175
Totalcosts per resident per month	$	25.82
Total costs per building per month	$	2,163
Totalcosts per resident per month	$	17.58

*Based on full depreciation of capital costs over 5 years

Cost Analysis
This proposal is for the implementation and operation of the senior services for two years. The operating cost is projected at $2,907 monthly per building. This figure is based on historical projected two-year operating costs in similar facilities. After the initial two years, the technology infrastructure should be self supporting. This self sufficiency will occur by:

a) Payment for broadband services by the residents at each facility;
b) Cost savings from use of the technology infrastructure for facility support services.

Self Service Residents' Payment for Services
At Self Service facilities, seniors who have received their certification for broadband adoption will be entitled to reduced cost broadband access. This access would cost between $15 and $20 a month per senior. As the MyWay Village adoption rate illustrates, up to 70% of seniors adopt use of the computer and the Internet after initial training. This translates to 70 active users in a 100 resident building. It also translates into $1,050 to $1,400 a month in revenue to support the continued operation of the technology infrastructure.

At Incumbent Service facilities, the above revenue generation will not be available to the housing management. All revenue will go to the Incumbent Provider. However, the housing management will also not incur continued expense.

In either case, whether revenue is generated or not, broadband adoption among seniors will have increased from 5% to 70%.

Additional Services and Utilization
Additional services can be provided at Self Service housing facilities. The network built for these properties can be utilized to provide value added services related to the maintenance, management and security of each property. These services could be:

- Heating and cooling controls for building operating cost reductions
- Building online portal in increase communication between building staff and provide productivity savings
- Networked security system to decrease operating costs and increase functionality of such systems.

These are sample applications that can be used over a new building network.

Role Model
It should also be noted that this broadband initiative is to serve as a role model for the adoption of broadband by other senior facilities. Once the initial 2 year operating timeframe has expired, additional locations can be added the Coalition. These additional locations will lower the overall administrative and technical overhead costs of the initiative going forward.

Exhibit I: Program Evaluation Plan

BTOP Evaluation Plan
Illinois Senior Internet Adoption Coalition

The purpose of this exhibit, prepared by **Professor Adrian Kok, Dominican University,** is to outline the evaluation plans for the grant by the Illinois Senior Internet Adoption Coalition. The plans include a logic evaluation model which incorporates formative and summative evaluation components to assess the processes and outcomes of the providing broadband to low income seniors. While the evaluation is primarily outcome driven in terms of the measures as dictated by the requirements of the grant, the consortium's plans will focus on systematizing data collection throughout the entire three years of the grant as well as two year to follow up on the impact on its participants. Additionally process measures will be identified which will illuminate the conditions that encourage Broadband adoption among seniors living in low-income housing. A variety of quantitative and qualitative methods will be used to assess individual and aggregate outcomes. There are also plans to develop a Senior Broadband Adoption Institute in an academic setting to systematize data collection and to analyze short and long term outcomes of the project. The discussion below will focus on five major parts of the evaluation plan: *a) Mandated Outcomes; b) Process measures; c) Development of a tracking system d) Building best practices; and, e) Development of a Senior Broadband Adoption Institute.*

a) Mandated Outcomes. There are four purposes to the evaluation a) to assess the impact of providing broadband to seniors in low income housing on their becoming subscribers (summative evaluation); b) to assess the short and long term effects of the training seniors to use broadband (summative evaluation); c) to examine the process of becoming an active users of broadband technology (formative/summative evaluation); and d) to examine the cost effectiveness of the program. Central to these four purposes of the study are two key evaluation metrics: the effectiveness of "awareness raising" strategies, which covers the first three purposes of the evaluation, and the fourth focuses on the calculation of the costs of generating a "new subscriber." We are defining "awareness raising strategies" as efforts taken to inform, educate, and/or train low income seniors to become users of broadband technology. There are two ways to measure the impact of the awareness raising efforts. The first is to measure the number and quality of the responses to each of the communication efforts used to promote awareness. The measures are (1) attendance and interest demonstrated at initial group informational meetings; (2) attendance and interest at the initial meetings with the Internet instructor; (3) preparing materials for the community directory; (4) attending Internet institutional group meetings; (5) participating in computer labs; (6) interest demonstrated in meetings with Ambassadors; (7) creating an e-mail account; (8) using e-mail on a regular basis; (9) accessing the Internet on topics of interest to the resident; and (10) taking and passing Internet competence and literacy tests. The ultimate test of the effectiveness of the overall awareness-raising and instructional programs relates to

the increase in the number of seniors actually subscribing to and using broadband to access the Internet. In effect, all of these awareness raising efforts should be evaluated on a Return-On-Investment ("ROI") basis. How much money was spent in each of the marketing channels? What results were obtained? What was the overall ROI on the individual initiative and on the cost-effectiveness of the overall program? Additionally, the results of the expenditures are tracked on a "cost per unit of intended result" basis. Analysis of cost benefit ratio will include tangible benefits as well as non tangible benefits.

Table 1 provides a summary of the outcome measures of the evaluation.

Table 1: Overview of Evaluation Objectives and Outcome Measures

Broad Evaluation Theme	Specific Evaluation Objective	Outcome Measures	Timing of Data Collection	Outcome Measure
Impact of Awareness Raising	To assess the impact of providing broadband to seniors in low income housing on broadband subscription rates	Number of older adults before, during, and after grant implementation

Broadband subscription maintains after BTOP funding is complete | Comparison of number of subscribers before, during, and after the grant period

6 month follow up for two years following the implementation | Frequency Count

Duration |
| Impact of Awareness Raising | To assess the short and long term effects of the training seniors to use broadband | Attendance at information meetings

Attendance in computer training sessions

Preparation of materials for the community directory

Attendance in group meeting | Attendance will be taken at the beginning of the meeting

At the beginning of computer training session

At the end of the preparation period

At the beginning of class | Frequency Count

Frequency count

Time spent

Frequency count |

		Number of daily users in computer labs	Every hour when the computer lab is opened	Frequency count
		Number of meetings with Ambassadors	Every time when the senior meets with Ambassador	Frequency count
		Number of seniors who created an email account	Number of seniors with newly created email accounts per month	Frequency count
		Time spent on emailing daily	Estimates by seniors	Duration
		Time spent on the Internet	Time is recorded during the session	Duration
		Passing rates of Internet competence test	Passing rates are recorded for Internet competence test	Score of Competence Test for Internet Proficiency
Impact of Awareness Raising	To examine the process of becoming an active users of broadband technology	Assessment of 7 stages of adopting new technology	Time taken to move from one stage to the next	Duration
		Number of uses of the Internet over time	Interview every six months	Frequency count
		Learning Experiences	Annual interviews of seniors of their experiences and use of broadband	Qualitative data

	To examine the cost effectiveness of the program	Cost per user	At the end of the program grant cycle	Cost per subscriber
		Cost benefit ratio – calculated based on tangible benefits and intangible outcomes	At the end of the grant	Benefits accrued for every dollar spent

To encapsulate these four purposes of the evaluation, a logic model of the BTOP research has been developed. The inputs, outputs, and short and long term outcomes are summarized in a table below,

Table 2: Logic Model of BTOP Evaluation
Goal: To Increase the Number of Active Users of Broadband and New Subscribers

Resources	Activities	Outputs	Short and Long Term Outcomes	Impact
In order to accomplish our set of activities we will need the following:	*In order to address our problem or asset we will conduct the following activities:*	*We expect that once completed or underway these activities will produce the following evidence of service delivery:*	*We expect that if completed or ongoing these activities lead to the following changes in 1-3 then 4-6 years:*	*We expect that if completed these activities will lead to the following changes in 7-10 years:*
Transportation; Research expertise	Infrastructure Assessment; Discussion with Service Providers of Broadband	Baseline data of Infrastructure prior to broadband implementation; Reduced rates for broadband	Comparison of broadband adoption rates before and after the grant; Analysis of broadband adoption rates	Adoption of Broadband by seniors in low housing income

Stationery; Manpower to collect and enter data Interviewers, tape recorders	Assessment of Residents' Information Needs; Interviews of Residents	Develop effective curriculum to train seniors to use computers	Enhanced computer skills, confidence to use computers; awareness of internet & community resources;	Subscription to broadband after duration of the grant
Computer instructors; computer terminals	Awareness raising & curriculum development	Generate interest in learning computers; increase attendance in training sessions; awareness of uses of internet	Generate interest in learning computers among residents; Interest in using computers to find information	Realize the ubiquituosness and importance of the Internet and high speed internet
Technicians, Computer programmers, Instructors	Infrastructure set up for Broadband	Infrastructure for high speed internet, and computer terminals will be set up within residential blocks	Availability of internet in low income senior housing; Increased usage	Adoption of Broadband and seniors will subscribe to internet after grant period
Program developers, Data entry professionals	Development of Tracking System of Participant	Program will be developed to monitor use and demographic data associated with usage	Monitoring system established to assess impact of the introduction of broadband in senior housing	Data will help policy makers understand broadband adoption by seniors
Incentives, Stationery, Research Expertise, Staticians	Assessment of Demographics; Behavior, Attitudes and Interest of Residents	Baseline data on will be collected	Data before, during, and after will be available	Data will demonstrate the impact of the intervention

Technicians, Computer programmers, Instructors	Implementation of Broadband	Computer Centers and WIFI will be established in residents blocks	Computers will be a standard for low income seniors	Residents would become broadband subscribers
Technicians, Programmers, Computer Instructors, Senior Residents, Support staff, Researchers	Computer Training & Support	Training will lead to interest in computers and enhanced usage among seniors; Realize importance of web; Data will be collected before, during, and after training	Pass Competency Test on use of the Internet; Enhanced use of computers to connect with families, community resources, and interest in new technology eg. Cell phone	Subscribe to broadband after implementation of grant; Enhanced usage of the internet to meet needs
Computer Trainers & Trained Seniors	Training of more able senior citizens	Building skills of seniors to build internal capacity	Training other seniors who are less capable; provide support to mentor novices	Consolidation of skills; Enhanced information seeking skills will lead to culture of use among residents
Research expertise, data entry experts, statisticians, meeting space, computer systems, statistical programs	Meetings and discussions; Administration of online & print survey before, during, after implementation of grant	Data will be gathered to allow for assessment of short term and long term impact	Ongoing assessment of outcomes will be systematized and impact of grant will be evaluated	Evaluation data will show qualitative and quantitative impact of the BTOP grant.

The training program, Connected Living Adoption and Sustainability Program (CLASP) and its impact on seniors will be evaluated. We will assess measures before, during, and after the training to assess the effectiveness of the program. Training characteristics of the CLASP program can be varied to assess for difference in terms of impact on outcomes. Potential outcome measures include time spent on using email, uses of the Internet, exploring new applications online, confidence in searching for information

without the assistance of the instructor, interest in new technology, self efficacy in using the computer, community connectedness, payments and transactions made over the Internet, and family connectedness.

The broader objectives of the evaluation plan will be consistent with the BTOP priorities – to provide access to broadband service to consumers residing in unserved areas; to provide improved access to broadband service to consumers residing in underserved areas; to provide broadband education awareness, training, access, equipment, and support to community and its organizations. Additionally the evaluation will assess whether adoption of broadband made a difference in the quality of life of older adults. The number of jobs created directly as a result of this initiative will be documented as well as the indirect number of jobs by older adults and economic gains as a result of the broadband access.

b) Formative Evaluation – Formative evaluation data will be collected from the end users, system developers, as well as the instructors. The purpose of the formative evaluation for the users is to provide feedback to enhance program functioning and implementation of broadband in low income senior housing. Formative evaluation will be conducted at the beginning, midway, and at the end of the training sessions to provide feedback on curriculum development, the adequacy of training, training approaches, and support provided by the instructors. Data will be collected through the use of surveys and focus groups. Additionally, suggestions and feedback will be elicited about the interactivity and web architecture of the portal for older adults. This will be assessed through online surveys. Additionally information needs assessment of residents will be conducted every six months to determine whether new needs may emerge which may affect curriculum development and training. Qualitative feedback will also be obtained from the instructors regarding the logistics of instructions, support from residents, adequacy of instructions to operate technology, and curriculum development.

c) Building Best Practices – The sample of 3000 low income older adults participating in the study will provide a fertile ground and opportunity for the systematic study of best practices in training seniors to adopt technology and broadband. The diversity in the sample in terms of age, income, education, location of neighborhood, and disabilities will provide additional layers of analysis of the impact of these digital divide barriers on access and use of technology. Research could consider the multiplicity of person, systemic, cultural, and environmental variables that affect technology use and access by older adults. Additionally the impact of the CLASP training model and its awareness raising and training components can be assessed systematically build on the research literature of effective training practices for different sub groups of older adults. Best practices can be systematically studied with comparison community groups and possibly other existing computer training models that are used nationwide by retirement communities, libraries, and AARP. This will contribute to the discussion of optimal learning environments for adoption of technology by older adults.

d) Implementation of a Tracking System – A tracking system of all users in our demonstrations sites will be established. All seniors in demonstration projects will be required to log into the system if they are using the portal. They will be tagged by a number which will embed demographic and socio-economic information, block number, location, and associated data. This tracking system will generate and accumulate usage which could be used as to provide data to assess outcomes of the computer training program and the long term senior adoption of broadband.

e) Development of a Senior Broadband Adoption Institute – To systematize data collection and to manage collected data, an institute will be developed within an academic setting. A team of interdisciplinary researchers from the library information sciences, social work, psychology, community informatics, gerontology, computer science, and statistics will institute a tracking system, record, manage data, and evaluate the short and long term outcomes of the BTOP project. An advisory board of the Senior Broadband Adoption Institute comprising of administrators of the grant, practitioners, as well as coalition partners will be established. Partnerships with the Dominican University's Graduate School of Library Information Science, Graduate School of Social Work, and the undergraduate Service Learning will be established to provide opportunities for students who are interested in working with older adults adapt to technology. This will tie in with gerontology initiatives within the university that focus on training professionals to meet the needs of the aging baby boomers. Additionally the BTOP initiative will offer research opportunities to graduate students who will supplement the efforts of the researchers who will examine the impact of the program on the seniors and the surrounding communities.

Exhibit J: Implementation: Designing, Implementing and Assessing an Internet Adoption Program for Senior Housing
March 3rd, 2010 Expert Opinion, BroadbandBreakfast.com

By Don S. Samuelson and Andrew Lowenstein

LAKE FOREST, Ill., March 3, 2010 – On Tuesday, the National Telecommunications and Information Administration announced a brief delay for some applicants for broadband stimulus grants. Broadband Technologies Opportunity Program Comprehensive Community Infrastructure projects will have until March 26th to file their applications to NTIA. Applicants for Rural Utilities Service infrastructure projects will have until March 29th to file their applications to RUS.

But applicants for Applications in NTIA's two other project categories -**Public Computer Centers and Sustainable Broadband Adoption – remain due on March 15th**. As regards these latter category of applications, we have found that there are three essential elements in the design and implementation of an effective broadband adoption program for seniors living in senior housing communities and for their surrounding neighborhoods.

The first element involves the establishment of a solid base line of information on each given community which can function as a starting point. This will include: (1) demographic and background data on the senior population; (2) questionnaires on their existing familiarity with and use of typewriters, computers and the Internet; and (3) surveys of their initial thoughts on how computers and the Internet might be useful to them and which Internet skills they would like to develop.

The second element involves the "intervention strategies," the approaches and programs used to raise the awareness levels of seniors with respect to the personal and practical benefits that can result from the broadband/Internet skills and applications. It also involves offline and on-line education training most effective in developing those skills.

The third element involves ongoing and post-program evaluation. What Internet skills were actually developed? How are the skills being used? Was there testing? Did "offline" seniors become online Internet subscribers? What did it take/cost to convert a previously offline senior to an active user with an Internet account: A certification of a "driver's license" level of computer/Internet competence for travel on the information superhighway? The personal ownership of an Internet device and broadband connectivity? What can be done to make awareness raising efforts, the education and training and the sustained use of the Internet more efficient and fun? How can the overall process be improved? How can it become more cost-effective. Were the increases in the appreciation and use of the Internet results justified by the costs?

Developing the Base Line of Information

The BTOP Sustainable Broadband Adoption (SBA) application lists a number of categories for which information is to be collected: age and birthdate, ethnicity, gender, household income, educational achievement, the nature of disabilities, the employment status of the individual and the primary and secondary language of the seniors.

This information creates a simple base line for the demographic profile of a user community, but the authors of this paper recommend collecting more specific data that can help in the design and success of individual adoption program content. This additional information includes the name of the individual, their unit number, phone number, marital status, number of years living in the building, family and friends, places of residence, education, work experience and hobbies – any of which could suggest areas of interest that could be supported by the use of e-mail and the Internet.

The background survey information collected on the senior can be gathered during an informal discussion. No computer is involved. The other goal of this discussion is to make a human connection and to promote bonding and trust.

A second category of information to be collected relates to the prior experience of the senior with typewriters, other office equipment, business or office work or involvement in informal or volunteer organizational settings. Experience in organizing holiday dinners, picnics, family reunions are examples of organizational skills that may not be thought of as such. The informal one-on-one conversations will lead into all sorts of background information that have relevance to the underlying purposes of Internet/broadband adoption if not to the obvious utility of the skills. Those points can be made later in classroom settings, in computer labs or in conversations with other seniors "around the water cooler."

This category will also involve questions about computer experiences at school, home or work, the interest of the senior in developing or improving Internet skills and specific questions about a cell phone, an e-mail address, a computer and a broadband connection. The last question will ask the senior to assess their own computer/Internet skills on a scale of zero to 10. The goal is to determine Internet literacy and fluency prior to the intervention of awareness raising, education or training.

The third category of information to be generated for the survey relates to the expression of initial interest of each senior to possible Internet skills: (1) connecting to children and grandchildren; (2) setting up an e-mail account; (3) sending and receiving messages; (4) attaching documents and photos to messages; (5) learning to use Google and other search engines; (6) accessing information on healthcare, Medicare, Medicaid or drug programs; (7) budgeting, banking and paying bills; (8) accessing online games and entertainment; (9) accessing government financial support programs; and (10) connecting to hobbies and interest groups.

The overall goal of this data collection is to understand the experience and interests of the senior so that the benefits of Internet skills and applications can be real, practical and personal.

Designing and Implementing the Intervention Strategy

The basic goal of the intervention strategy is to illustrate the practical benefits of the Internet sufficiently that prospective program participants will see personal value in passing through a progression of interim steps to becoming an active user of the Internet and a subscriber to a broadband Internet service.

Crossing the digital divide to become an Internet subscriber is a process, not a single act. The Sustainable Broadband Adoption application recognizes that there are a number of steps involved in crossing the Digital Divide and being actively online. The authors of this article propose seven specific steps to help a senior advance from being offline and uninformed about Internet benefits to being an active Internet user and subscriber.

Awareness Raising

The first step is to use normal communication processes like flyers, printed materials, "announcements" and group meetings to explain the benefits of broadband/Internet use that seniors have experienced from using the Internet. This is a general explanation of Internet benefits, so that seniors can identify areas of possible personal benefit to them.

Particularizing the Benefits to the Individual

The second step is to make an initial assessment of an individual's "offline" interests and experiences as well as his/her basic level of comfort and knowledge with computers and the Internet. This helps the educator determine how the individual's existing interests might be enhanced through the Internet and broadband adoption and to engage in a friendly, non-technical discussion about how computer technology and the internet can help the individual explore his/her interests. Steps one and two are awareness raising activities.

Education and Training

The third step is to develop the basic knowledge and skills to be comfortable using a computer (mouse, keyboard, touch screen, etc.), as well as how to access basic programs and the web. This involves the implementation of a learning curriculum with group meetings, one-on-one tutoring, the use of the computer lab and hard copy handouts describing and illustrating the learning program. This process may utilize senior friendly software such as the Connected Living Internet Portal or other applications geared toward first time users.

Initial Evaluation and Additional Training

The fourth step is the post-training assessment to evaluate the results of the preliminary training and to develop a specific "case management-like" program for the development of additional Internet skills and confidence using particular interest to the senior.

Certification of Achievement – The "Driver's License and the Computer"
The fifth step involves study for and the achievement of some level of certification on the Information Superhighway. The authors believe it is reasonable to require the recipients of subsidized broadband access and computer equipment to demonstrate their commitment by starting and completing a learning program, some combination of a physical program taught at the onsite computer learning center and a "virtual" program using distance learning materials specifically designed for seniors. The objective of this step is for the individual to pass a simple test and be awarded an Information Superhighway "Driver's License."

Actively Using the Internet
The sixth "step" is really a stage when the senior starts to use the Internet as part of the everyday routine, like waking up with coffee, reading the newspaper or using the phone. At this point in the process, the senior has crossed the Digital Divide and has "adopted" the Internet as a tool in their skill set.

Becoming a Subscriber
The seventh and final step is for the senior to conclude that broadband/Internet has demonstrated its value so that the senior regards it as a priority expenditure in the budget, whether fully paid for by the senior, or paying the remaining amount after subsidies through Universal Service of contributions made by the building. For seniors who can't or won't pay the subscription cost, there is always the option of using the onsite computer learning center and remaining an "active user."

The authors feel that there are a number of key factors that have led to the significant adoption success results that Connected Living has experienced with their pilot project in Massachusetts and Illinois in 2008 and 2009. The senior "bonded" with the program through the initial one-on-one interviews that were directed to their particular interests and experiences. Registering with self-authored profiles to be part of a residential community created an instant network of seniors with like interests. The group discussions were good overviews of computers and the Internet and interesting topics of general interest to the seniors. Initially, the Internet was simply a vehicle to gather information of interest to the residents. Getting online quickly with an e-mail address and actual contacts made the whole exercise practical.

The use of offline materials – including videos, white board presentations, and individual and group discussions – turned out to be an excellent mechanism to explain the benefits of an on-line experience. Finally, the simple interface developed by Connected Living gave seniors the "training wheels" to get them online and using e-mail and the Internet for practical purposes quickly and easily.

We have found that seniors act positively to: (1) the initial one-on-one human connection; (2) developing skills with clear and practical values; (3) proceeding at one's own pace; (4) having access to offline and on-line training materials; (5) the social aspects of group classes and learning experiences, like high school; and (6) having access to a computer and an Internet connection in the individual apartments.

Evaluating the Effectiveness of the Intervention
The Sustainable Adoption BTOP applicants ask for two key evaluation metrics. The first relates to the effectiveness of "awareness raising" strategies. The second involves the calculation of the costs of generating a "new subscriber."

Awareness-raising campaigns use conventional marketing metrics. Target audiences are identified and researched. A strategy for appealing to the target audiences is developed. Channels of communication are selected. Channel communication strategies are developed. Budgets are established. As the marketing program is implemented, the results of the expenditures are tracked on a "cost per unit of intended result" basis. More of the budget is allocated to the marketing channels that are effective. Less is allocated to those of lesser effectiveness.

There are two basic ways to measure the impact of the awareness raising efforts. The first is to measure the number and quality of the responses to each of the communication efforts used to promote awareness. That would involve tracking: (1) attendance and interest demonstrated at initial group informational meetings; (2) attendance and interest at the initial meetings with the Internet instructor; (3) the entry and dissemination of materials for the online community directory; (4) attendance Internet institutional group meetings; (5) participation in computer labs; (6) interest demonstrated in meetings with instructors such as Connected Living Ambassadors;

The second and more important measure of impact is to determine the number of seniors who: (1) obtain an e-mail address; (2) start using the internet on a regular basis; (3) take and pass competency tests; (4) obtain and use computing devices in their individual units; (5) get Internet connectivity in their individual units; and (6) subscribe and pay for an Internet service. The ultimate test of the effectiveness of the overall awareness-raising and instructional programs relates to the increase in the number of seniors actually subscribing to and using the Internet, because they have become convinced that the practical and prioritized values of the Internet are worth the effort, frustration, and cost of actually getting online.

Similar measurements of the impact of awareness raising campaigns can be developed to assess interest and activity by: (1) family and friends of the seniors; (2) senior on the building waiting lists; and (3) seniors and senior-supporting organizations in the neighborhood.

The Biography of Amelia Earhart

CONNECTED LIVING™

Please join us to start off the new year with a story of a forward-thinking aviation pioneer, author and businesswoman named Amelia Earhart.

DATE: Wednesday January 18th

TIME: 2:00 PM

LOCATION: Activities Room

CONNECTED LIVING™

MARDI GRAS CELEBRATION

"Shrove Tuesday"

"Mardi Gras"

"Fat Tuesday"

Whatever you call it, it's Carnival Season!

Please join us to celebrate and learn about the origins of the Mardi Gras Season. We will explore cities like Rio de Janeiro, Sydney and New Orleans, which are famous for Mardi Gras festivities and traditions.

DATE: Monday, February 15th

TIME: 2:30 PM

PLACE: CLUB ROOM

CONNECTED LIVING™

Proverbs:
The Power of Words

Proverbs have been preserved through many generations and now are recorded as a gift of knowledge and wisdom. Please join us to play some trivia and reminisce about your favorite proverbs!

DATE: Wednesday, January 27th

TIME: 2:00 PM

LOCATION: Activities Room

On January 12, 2010, a massive earthquake devastated the island nation of Haiti.

HOW CAN WE HELP?

Connected Living is donating to the American Red Cross for Haitian Relief. Please join us to recognize Haiti at this time and for the opportunity to make a donation.

~ 100% of donations will go directly to the Red Cross ~

CONNECTED LIVING

ST. PATRICK'S DAY CELEBRATION

Please join us to celebrate St. Patrick's Day! Enjoy music, photos, videos and our discussion about St. Patrick's Day traditions!

Monday, March 8th

2:30 PM

Club Room

Tinseltown

Connected Living™

What was the first film ever shot in Hollywood? What were the four major film companies in Los Angeles by the year 1915? Please join us to find out as we take a walk down Hollywood's memory lane.

Monday, March 15th

2:30 PM

Club Room

CONNECTED LIVING™
BRAIN HEALTH
POWERED BY MYWAY VILLAGE

Connected Living is Brain Health

- A combination of user-friendly Internet technology, interactive group discussions, and personalized Ambassador support delivers a "connected life" to older adults, their family members, and community staff.

- Through a unique blend of cognitive, emotional and social stimulation, members learn new skills, maintain existing skills and build larger social networks.

- The *Connected Living* experience delivers "brain healthy" socialization and reminiscing, both online and in person.

"Connected Living offers socialization and mental stimulation, two key components to brain health."

~ Paul Nussbaum, Ph.D, leader in Brain Health Lifestyle

"Having a social network which keeps the brain stimulated is critical to maintaining brain health. This program helps people become connected, helps us access each other's life story and helps stimulate our brains because we are sharing life experiences."

~ Paul Nussbaum, PhD

Internet-Based Applications

- Online socialization and use of the internet has been shown to stimulate the brain

- Maintain and expand social networks

- The "My Games" application includes "FitBrains," an online brain exercise program that combines games and lifestyle tools to improve a person's quality of life through activity, awareness, and motivation.
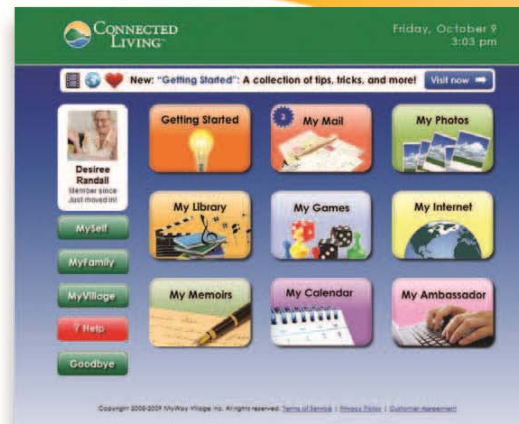
Discussion Group Sessions

- Maximize brain healthy socialization with weekly, multi-sensory discussions and opportunities for learning new information and skills

- Reminisce and activate memories from the past

- Stimulate auditory, visual and physical functioning by enhancing memory

- Help to improve cognitive abilities

To learn more about Connected Living™ Brain Health, please visit
www.ConnectedLiving.com

CONNECTED LIVING™

POWERED BY MYWAY VILLAGE

Connected Living™ is focused on improving the quality of life for seniors by providing a safe, secure, and user-friendly home on the Internet to communicate with their families, friends, and communities. With this commitment, *Connected Living* services are also designed to assist senior living providers in helping their residents make the transition from their homes into new communities.
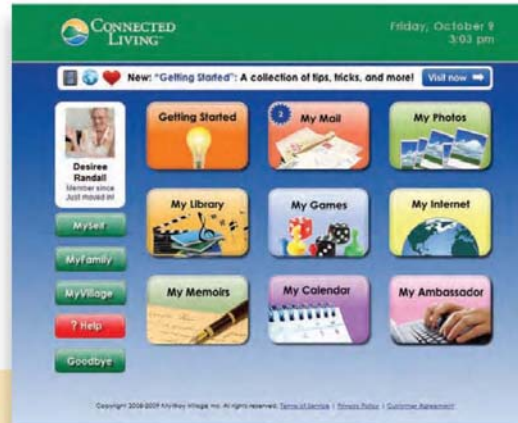
Connected Living Goals

- Increase communication with family, friends, and community

- Build a sense of community and connect residents with similar interests

- Increase participation in activities and help alleviate potential isolation

- Empower members to feel more independent and purposeful

Components of Connected Living

1. Secure Online Tools

2. "High Touch" Support
   Connected Living Center and Personal Ambassadors

3. Curriculum and Content

Senior Living Provider Benefits

Improve quality of life and communications for your residents and connect them to important information.

- **Customized Village Interface**
  Add your logo to the customizable interface.

- **Village Digital Directory**
  Build a sense of community by posting all members with photos and profiles.

- **Village Calendar and Newsletters**
  Post daily activities schedules, menus, and events. Offer online registration and post your newsletter.

- **Village Messaging**
  Send messages out to seniors and family members.

Ambassadors

Ambassadors are specially trained, patient, and supportive. They work one-to-one with seniors to get them connected online and keep them actively engaged in the program.

Support – Connected Living Center

The toll-free **Connected Living Center**™ strives to eliminate the frustration that many seniors experience when learning new technology. Our experienced team provides easy-to-understand, personalized assistance to older adults and their families.

Call 800-223-5080

Connected Living Curriculum & Group Discussions

Connected Living offers a robust curriculum and group discussions that are open to all residents seeking knowledge, increased family engagement, connections, and entertainment.

- Group-based activity sessions
- State-of-the-art programming
- Encourages lively interactive discussions
- Members reminisce and share their stories
- Social engagement
- Guided by trained staff or Ambassadors
- Promotes brain healthy lifestyle

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Connecting Families

Connecting to family has never been easier. *Connected Living* allows families to share messages, calendars, photos, memories, and more.

Record your family legacy.

"Connected Living helped me share pictures and send messages to my grandchildren!"

"Connected Living offers socialization and mental stimulation, two key components to brain health."

Paul Nussbaum, Ph.D., leader in Brain Health Lifestyle

Connected Living is Brain Health

Living a "Connected Life" delivers a unique blend of cognitive, emotional, and social stimulation that empowers seniors to learn new skills, maintain existing skills, and build larger social networks. The My Games application offers a suite of brain exercise activities.

Find out more:
ConnectedLiving.com

Program Features

My Memoirs
Write and publish stories

My Photos
Share photos online with family and friends

My Mail
Keep in touch through email

My Calendar
View a shared family calendar

My Ambassador
Schedule visits with Ambassadors

My Health
Manage wellness, medication, and more

My Games
Improve brain health

My Library
Books, music, and videos

My Internet
Surf the Internet

My Village
Community directory and resident profiles

My Family
Message family and invite members

Connected Living Now

Connected Living Now is a specialized version of our product designed specifically for memory care, including communities and caregivers.

Many abilities remain! Discover them!

For more information on Connected Living, call 800-223-5080

CONNECTED LIVING IS POWERED BY:

MY WAY VILLAGE™

Benefits

Seniors
Enhance communication with family and friends, reduce technology timidity, and expand educational opportunities.

Family
Peace of mind for family members who can more easily share daily lives and important events with loved ones.

Community
Improve quality of life and communications for residents, and deliver innovative programming.

MyWay Village's mission is to enhance the lives of seniors by empowering them to connect to family, friends, and community.

300 Congress Street, Suite 305, Quincy, MA 02169

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Exhibit L: Commitment of Matching Funds from Illinois Department of Commerce and Economic Opportunity

Dear Mr. Andrew Lowenstein,

Governor Quinn recognizes the need to bring world class broadband to every community. The Illinois Department of Commerce and Economic Opportunity (DCEO) is pleased to commit $1,206,550 for the MyWay Village, Inc. Getting Illinois Low-Income Seniors Online project based on the following conditions.

- State funding is contingent upon your federal application being approved and the execution of a grant agreement with DCEO. Please note that this commitment letter does not constitute an enforceable agreement and does not confer any property, equitable or legal rights.

- State funding commitments are valid for projects that are awarded federal funding under the January 15, 2010 Notice of Funding Availability for the Broadband Technology Opportunities Program (application due March 15, 2010).

- State financial commitments will be made based on the information provided in the state application. Any significant change to the project scope of work and budget must be agreed upon by DCEO for the state funding commitment to remain valid.

- Upon the approval of the federal broadband proposal, please contact DCEO regarding a state grant agreement that will include the project scope of work and budget.

- The issuance of state matching funds is contingent on the cash available in the Build Illinois Bond Fund and valid state appropriations.

- This award is also contingent upon the project expenses being approved as bondable by the Governor's Office of Management and Budget.

Please contact Mark Pradun at mark.pradun@illinois.gov or (217) 558-2789 if you have any questions.