



**Broadband Non-Infrastructure Application
Submission to NTIA – Public Computer Centers**

Submitted Date: 3/12/2010 5:30:41 PM	Easygrants ID: 4664
Funding Opportunity: Public Computer Centers	Applicant Organization: PHILADELPHIA, CITY OF
Task: Submit Application - Public Computer Centers	Applicant Name: Mr. Andrew Buss

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	112050794
CCR # (CAGE)	5LC03
Legal Business Name	PHILADELPHIA, CITY OF
Point of Contact (POC)	ANDREW BUSS 2156868264 Ext. andrew.buss@phila.gov
Alternate POC	TINA GINNETTI 2156865975 Ext. tina.ginnetti@phila.gov
Electronic Business POC	ANDREW BUSS 2156868264 Ext. andrew.buss@phila.gov
Alternate Electronic Business POC	TINA GINNETTI 2156865795 Ext. tina.ginnetti@phila.gov

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



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Suffix	
Telephone Number	215-686-8264
Fax Number	
Email	andrew.buss@phila.gov
Title	Strategic Planning Coordinator

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Mrs. Pamela , Rudman	2156868148	pam.rudman@phila.gov

4. Other Required Identification Numbers

Easygrants ID	4664
Funding Opportunity Number	500000
Catalog of Federal Domestic Assistance Number	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

5. Organization Classification

Type of Organization	City or Township Government
Is the organization a small business?	No
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	BUSS, ANDREW
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: Philadelphia Freedom Rings -- Public Computing Center Proposal

Project Description: The City of Philadelphia through its Philadelphia Freedom Rings – Public Computing Center proposal will establish a network of 77 Public Computing Centers that will reach 14,513 of the most vulnerable citizens of Philadelphia weekly and expand broadband access to chronically underserved neighborhoods.

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?

- Yes, Applicant is exempt because it is a unit of a state or local government

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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B. Executive Summary, Project Purpose and Benefits

Essay Question

10. Executive Summary of the proposed project:

The City of Philadelphia through its Philadelphia Freedom Rings – Public Computing Center proposal will establish a network of 77 Public Computing Centers that will reach 14,513 of the most vulnerable citizens of Philadelphia weekly and expand broadband access to chronically underserved neighborhoods. We will invest in a coordinated system utilizing city facilities and identified nonprofits in challenged neighborhoods to develop a network of Public Computing Centers to provide broadband access to our poorest citizens.

Statement of the Problem: Philadelphia is a city challenged by high poverty rates and dependence on public benefits. According to the U.S. Census, nearly 25% of individuals and more than 33% of children in Philadelphia live below the poverty level; in the most underserved neighborhoods targeted by this project, 38.6% of individuals and 41% of children live below the poverty level(see targeted area map in attachments). Nearly 15,000 are served in a year by the City's Office of Emergency Shelter and Services

(<http://www.projecthome.org/advocacy/facts.php>). 52.5% of households in these sections of the city report that they do not have access to the Internet at home compared with 41% of residents in the city as a whole. In a city of 1.5 million people, nearly half of Philadelphia residents cannot afford broadband Internet access in their own homes or lack stable housing with which to have a place to access the Internet. According to the Pew Internet and American Life project, African-Americans, Hispanics and those making under \$30,000 a year continue to lag in Internet adoption rates with broadband in the home at or under 50%

(<http://www.pewinternet.org/Reports/2010/Internet-broadband-and-cell-phone-statistics.aspx?r=1>). These statistics mirror the demographics of those left behind in the digital divide in Philadelphia; 36% of Philadelphians make at or under \$25,000, 54% of those living below the poverty line are African-American, and 18% are Latino. Together, they make up 72% of Philadelphians living below the poverty line. When Internet access is essential to find and apply for jobs, access public benefits, find health information, complete schoolwork, and participate in civic life, these families are being left behind. To get these families access to



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broadband, a viable strategy must include Public Computing Centers that can provide staffing, training, and support for those who need it.

Proposed Approach to Addressing the Need: The City of Philadelphia, with key partners who serve poor and disenfranchised communities, seeks to address the increasing divide between those with access to the Internet and those without by creating a PCC network that will reach the most vulnerable populations in Philadelphia. Our partners have substantial experience addressing the digital divide, and currently serve citizens who do not have the resources in their own homes to access broadband. This project will be organized around two City agencies, The Recreation Department and The Free Library of Philadelphia; with four sub-recipients that are well-established community organizations. These are Philadelphia FIGHT, People’s Emergency Center, the Philadelphia OIC, and the Media Mobilizing Project. Under the guidance of the City of Philadelphia, these partners will increase capacity of 25 already existing PCCs, create 48 new PCCs, provide 4 mobile computing units, add 819 new computers overall in this proposal, increase the hours available to Philadelphia residents by 15 hours on average during the week and 3 hours on average during the weekend, and serve an additional 14,513 users weekly . The 77 sites to be enhanced or created include a mix of anchor institutions such as 19 recreation centers, 10 homeless shelters and 15 other affordable housing sites, 29 community-based organization sites working with high-risk populations, and 4 mobile computing labs to reach those sites that have neither the space or capacity to house a PCC at their locations. Through these collaborations, underserved Philadelphians will have improved access to the Internet at trusted locations where they already receive services, and can use the organizational capacity that already exists to help them become experienced digital citizens.

Areas to be served: This project will place the majority of Public Computing Centers in the neighborhoods that have the least access to broadband Internet, namely, North, West, and South Philadelphia. North Philadelphia continues to be among the most underserved sections of the city, with 34.1% of the people in the following zip codes 19121 19122 19123 19124 19130 19132 19133 19134 19140 19141 and 19144, living below the poverty line. While 57.9% in this area overall is African-American, certain areas targeted by this project are over 80% African-American. Likewise, 19.4 % overall in this region are Hispanic but in some chronically poor areas the Hispanic population is over 40%. Overall under 50% of the households have access to the Internet. We will add or enhance 32 PCCs in this region and we estimate an additional 8402 North Philadelphians will use these facilities on weekly basis. West Philadelphia includes the following zip codes 19104 19131 19139 19142 and 19143 with a total of 28% of the people living below the poverty line. This region is 75.9% African-American. This project will add or enhance 21 PCCs in this region, where there is less than 40% Internet access in the homes. We



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estimate an additional 3313 West Philadelphians will use these facilities weekly. South Philadelphia including zip codes 19146 and 19145 has 27.6% living below the poverty line. This region is 54% African-American and under 40% of the households have Internet access. This project will add or enhance 8 PCCs and we estimate an additional 1189 South Philadelphians will use these facilities weekly. 12 sites with city-wide reach are included because they serve highly impacted populations in a variety of settings. These organizations serve at-risk youth, homeless individuals, people with disabilities or the elderly. Their populations are among the least likely to have Internet access and we estimate an additional, 1609 Philadelphians will use these facilities on a weekly basis.

Qualifications of the applicant: The City of Philadelphia operates on a budget of approximately \$4 billion per year and is clearly organizationally qualified and experienced in large scale implementation projects. Specifically, the applicant for this grant, the City's Division of Technology, provides information technology guidance and support for all city technology systems and investment, including a fully functioning Program Management Office responsible for implementing large scale city technology projects. The management team identified within the Division of Technology is actively working on several large scale projects, one of which includes a build out of the City's video surveillance system. Additionally, the management team is involved in a consolidation of information technology resources across city agencies intended to create a more coordinated and efficient manner of providing technology services. The City also brings a large and experienced financial services group that is familiar with the reporting requirements for federal grants. The key partners were selected because of their experience and commitment to addressing the digital divide in underserved communities and will be represented on a Freedom Rings Advisory Council, which will work to fulfill the grant obligations. These partners will be subject to compliance with local contracting requirements (Philadelphia code, chapter 17-1400) upon receipt of funding award. In selecting our partners, we assured that people in communities would have access to a variety of PCC sites, in familiar locations, overseen by trusted community based institutions. We partnered with The Free Library of Philadelphia, with nearly 6.5 visits annually and 584,000 registered borrowers and the Department of Recreation which operates 150 staffed facilities across the city and served 640,951 last year. We reached out to experienced community providers of Internet services, including Philadelphia FIGHT focused on health literacy, Media Mobilizing Project focused on media production and young people, OIC focused on job training, and PEC focused on helping homeless families become self sufficient. These partners provide a range of options to access our 73 community and 4 mobile computer labs.



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Through this project 91 jobs will be created, of which 12 will be full time and 78 will be part-time positions.

Total Cost of the Project is: \$9,682,765

11. Project purpose:

The purpose of Philadelphia Freedom Rings Public Computing Center project is to build the broadband capacity of city agencies and community organizations that reach the most vulnerable citizens in Philadelphia and work directly with those individuals who are least likely to have any other means of Internet access. With 41% of all Philadelphians living without Internet access at home, this project will address this problem by providing an additional 14,513 users weekly in underserved neighborhoods with access to broadband(See targeted area map in attachments). We will upgrade and build PCCs in anchor institutions such as recreation centers, homeless shelters and community organizations with records of working with vulnerable populations. The project directly targets neighborhoods in North, West, and South Philadelphia where broadband access is under 50% and will reach those communities that are reported as least likely to be online: minority and low-income populations, and those who struggle with homelessness, incarceration, mental illness, and low literacy. In working with key partners with a substantial history and deep roots in these underserved communities, this project will be shovel-ready as it uses the capacity of agencies that know how to develop and manage successful public computing centers in low-income neighborhoods. By establishing this network of PCCs under the City of Philadelphia’s Department of Technology, with the intention to contract with a qualified evaluator, the City will be able to collect data on computing use among this underserved population and gather valuable information about what barriers persist for its citizens. This proposal directly addresses three of the BTOP’s statutory purposes:

Provide improved access to broadband service to consumers residing in underserved areas: We will place 255 new computer stations at 25 sites in underserved areas that already have a computer center to increase capacity and add 496 new computer stations to 48 sites that have no prior PCC but are able to provide the Internet access to maintain these sites. We will provide 68 laptops, 4 mobile carts, and 2 vehicles to create four mobile computing labs in order to reach additional shelters, recreation centers, and community organizations that do not have the capacity to have a PCC at their site through this award but desire to provide this access to their population. Provide Broadband education, awareness, training, access, equipment, and support to schools, libraries, medical and health providers, community colleges, and other institutions of higher learning and other community support organizations. In addition to the scope of activities



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through our coordinated SBA proposal, submitted through the Greater Philadelphia Urban Affairs Coalition, the current proposal addresses this core purpose by providing 18 laptops and a wired vehicle for the Free Library of Philadelphia to create 2 mobile units and expand their access and training beyond their branches, 26 workstations to Philadelphia FIGHT, which houses an HIV/primary care clinic and will provide broadband access and training to its patients through its 3 sites, and an additional 775 workstations to 72 other community support organizations. This project will create an awareness campaign that will include a Resource Guide in print and online of all the PCCs that are part of the project, showing location, hours of operation, training, and any specialized services. The campaign's materials will be distributed to all PCCs as well as at all Free Library branches, public schools, health centers and clinics, Community College of Philadelphia, and all recreation centers, and shelters not part of this project. Public Service Announcements will direct people to the centers. Locations, hours, accessibility features and other basic information about PCC's will be integrated into the city's 311 citizen information line. Training will be provided at all community support organizations involved in this grant through already existing programs offered by key partners on basic computing use, how to access broadband, multimedia creation, job finding and resume building, how to access services, and other topics determined by a Strategic Planning Council of key partners to guide this project. Stimulate the demand for broadband, economic growth, and job creation. This project will provide 91 new jobs: 12 new full-time positions, 5 part-time Mobile Computing positions, and 73 part-time Facility Computer Assistants who will be hired for 15 hours weekly at each location to maintain and monitor the PCCs. These 15 hours may be used by each site to add an additional part-time job, create a full-time position for a part-time staff member, or keep a position that was at-risk of being cut due to the economy. Facility Computer Assistants come from the communities that are served, providing jobs to those our poorest neighborhoods. Based on the collective experience of the partners, we anticipate the most frequent use of PCCs will be job related activities. This project will enable the community to search for jobs, submit resumes, and apply online for jobs offered by large corporations. This project will offer both Facility Computer Assistants and other staff working in the PCC locations additional computer training to increase their skills and provide them with greater marketability. By providing two mobile computing carts to Philadelphia OIC for travel to job training sites we will be able to offer Philadelphia OIC's job skills programs to a greater number of underserved individuals. As a result, 14,513 users a week who would otherwise lack access to broadband Internet will be able to get online in locations close to home, in organizations and community anchor institutions where they already spend time, and be provided with training opportunities by people from their own communities.



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12. Recovery Act and Other Governmental Collaboration:

One significant goal of the Recovery Act is to preserve and create jobs for the promotion of economic recovery. This project directly addresses this goal by proposing to create/preserve 91 jobs, 12 of which are full time positions. Many of these positions, particularly those generated at computer lab sites in Philadelphia neighborhoods, will assist those people most impacted by the recession because of a lack of technology skills. Part of the mission of this project is to train neighborhood residents and give them the technology skills necessary to work in the computer labs as well as shape their own future employment options. Our project also addresses the Recovery Act's goal of investing in infrastructure that will provide long-term benefits. Clearly providing citizens with access to technology provides long-term benefits because computers and Internet access have become basic requirements in today's job market. Without any investment in technology infrastructure in our disadvantaged neighborhoods, residents are simply unable to fully participate in civic life.

This project also leverages other existing City programs such as its existing wireless infrastructure in order to increase the sustainability of this public computer center project. These existing wireless network assets include two distinct components:

- 1) A combination of 25 microwave towers with antennas and additional fiber optic cable links used to collect individual signals from the radios and transmit them to and from the Internet, and
- 2) About 4,000 access points (WiFi radios) mounted on streetlights across the City, which are used to provide Internet access to individual users.

The City is currently acquiring these components, and purchasing and leveraging these existing assets will permit the City to build a multipurpose network for both municipal use and particularly public safety. Through this effort, the City will be able to provide wireless connectivity to numerous community and city anchor institutions and reduce the cost of providing Internet connectivity to these locations. Approximately \$14 million in capital expenditures will be committed over the next five years for infrastructure upgrades. During and after these upgrades, however, the City leverages its pre-existing assets and establishes a solid foundation from which to build a municipal network.

13. Technology Strategy:

The City of Philadelphia's Department of Technology will distribute funds and technical assets to key partner organizations to manage and maintain 77 new or expanded PCCs. The key



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partners will work with a contracted IT company to manage all workstations distributed. There will be three types of equipment distributed; a Basic Computer Station, an Advanced Media Computer Station to encourage locally produced media at select partner locations focusing especially on youth, and laptops for the 4 mobile stations to reach extreme poverty areas. Basic Computer Stations will include a Dell OptiPlex 380 Minitower with 2Ghz Dual Core processor w/4GB of RAM with all necessary hardware (monitor/keyboard/mouse), basic software that we have identified for general use (Microsoft Windows 2007, Microsoft Office 2007, and Symantec Endpoint Protection virus scanner), HDD video playback capability, capable of basic HDD video editing and advanced audio editing, Chassis intrusion switch (lockable), and the furniture and peripherals necessary including: a chair, a table (a table can hold four workstations), Data Switch, Network router, Network cable, and Power strip. Advanced Media Computer Stations will include a Dell OptiPlex 780 with 3Ghz Quad Core processor w/4GB of RAM and high end video card with all necessary hardware (2 monitors/keyboard/mouse), basic and media production software (Microsoft Windows 2007, Microsoft Office 2007, Symantec Endpoint Protection virus scanner, and the Adobe Creative Suite 4 Production Premium), HDD video playback capability, capable of advanced HDD video editing and advanced audio editing, chassis intrusion switch (lockable), and the furniture and peripherals necessary including: a chair, a table (a table can hold two workstations), Data Switch, Network router, Network cable, and Power strip.

For Mobile Computing Stations, two vehicles will be purchased, one, the Free Library TechMobile station will be outfitted with laptop computers in the van, the other will be used by Philadelphia OIC with mobile carts to bring laptops to sites that do not have a PCC. Four mobile carts to house the laptops, as well as mobile broadband and routers will be purchased to make mobile computing possible. All laptops will be Dell Mobile M2400 with 2.80GHz Intel Core 2 Duo processor, a 160GB Hard Drive w/2GB of RAM and wireless capability, basic software (Microsoft Windows 2007, Microsoft Office 2007, Symantec Endpoint Protection virus scanner). In certain circumstances the PCCs will be located on facilities not owned or operated by the City of Philadelphia. For those PCCs the City of Philadelphia will loan computers and other equipment purchased under this grant to the PCC subject to compliance with local contracting requirements. The City of Philadelphia will retain title to all loaned computers and other equipment, which shall be returned to the City of Philadelphia when no longer in use by the public computer center.

DOT will create an RFP to contract a local Philadelphia IT company to install, distribute, upgrade, and provide technical support to all sites maintaining a Public Computing Center as part of this proposal to ensure all sites have workstations that are secure and can collect data on



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usage. The contractor will create a disk image for all workstations with profiles for a standard 30 minute log-on, a 1 hour log-on, and an unlimited administrator log-on time for all computer centers to create flexibility for patrons who need more time at a station as well allow staff the ability to download/install site-specific software. The workstations will be configured to use the Internet connection, network printer and install software to manage the defined usable computer time, such as LogMeIn Central for example. The software will automatically log users off and wipe the computer as it reboots, thereby respecting user privacy and keeping the computers clean. The contractor will manage all aspects of the network infrastructure and provide system updates and anti-virus updates by using a remote desktop connection. If it becomes necessary to provide onsite assistance, an engineer will be on site within 72 hours to resolve the issue. For the purposes of this proposal, PCCs will only be accessible while there is a staff person available to monitor equipment and provide support. The contractor hired will ensure that each workstation will be configured to use OpenDNS for content filtering and System State to prevent installation of unapproved software. Further the 30 min and 1 hour profile will have a locked down system profile which will include a mandatory desktop with potential risks removed such as Window's command prompt, run command, control panel, logoff/restart/shutdown, no administrative rights to install or modify any system settings, no saving or access to the hard disk, bios modifications to remove the ability to boot systems via external media (CDs, USB drives, etc...), and application and network based virus, malware, and spyware detection and suppression. Site based network security tools will be used on all routers to ensure users do not visit malicious websites or websites not suitable for those under the age of 18. Lastly, the contractor will provide a level 1 support desk available to all PCC staff. Issues that cannot be resolved by the Help Desk will be escalated the appropriate staff who will contact the site and either resolve the issue remotely, or schedule a network technician to go onsite. With project sustainability in mind, site partners were chosen who already had Internet access or were willing to provide Internet access as a match. However, we will be providing 15 sites with Internet access, 10 of which are recreation centers as part of this project. However, should the Philadelphia Freedom Rings -- CCI proposal be funded, these sites would be able to use the cable or wireless access provided by the city or increase the speed of their connectivity.

14. Public Availability:

Forty sites will be available to the general public at no cost. These are the 19 Recreation Centers, the Free Library of Philadelphia and Philadelphia OIC's 4 mobile labs, Philadelphia OICs main location, Philadelphia FIGHT's AIDS Library and Institute for Community Justice, Turning the Tide, Logan CDC Carlton Simmons Technology Lab, WPEB Radio, Media Mobilizing Project,



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3 Congreso de Latinos Unidos locations, Prevention Point Philadelphia, Casa Monarca, Drueding Center/ Project Rainbow, GPUAC, Methodist Family Services of Philadelphia, The Enterprise Center, and AchieveAbility

Thirty-one sites serve a specific vulnerable population identified by the NOFA and will be available to these populations at no cost: Philadelphia FIGHT's Youth Health Empowerment Project (Y-HEP) and the Philadelphia Student Union will be available for underserved, low-income, homeless and at-risk youth between the ages of 12 and 24; Shelters and public housing facilities will house Computing Centers that will be available to their residents. These include 10 Office of Supportive Housing (OSH) Shelters which reach the most vulnerable Philadelphians. In addition to the OSH shelters, People's Emergency Center and Philadelphia FIGHT will create or enhance computer centers in 16 transitional or public housing units for residents to use. In addition, this grant will provide those with physical disabilities with access to Public Computers through Liberty Resources while the Community Women's Education Project and Women Against Abuse will specifically provide their computers to low-income, underserved women in Philadelphia.

Lastly, a small number of sites included in this proposal have membership fees but whose membership has great reach into poor, working class, or elderly populations. These sites include the 5 YMCA's slated for this project, whose membership fees are on a sliding scale and who have provided services to Philadelphia's families for 95 years and SEIU which works with home healthcare aides, who are predominantly low-income women, and immigrants, and making under \$30,000.

15. Restrictions on Center Use:

- None of the sites are restricted to certain purposes.

16. Involvement of Community College:

- The Philadelphia Freedom Rings Sustainable Broadband Adoption project (which is complementary to this proposal) includes institutions of higher education as partners.

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

- No

18. Is the applicant delinquent on any federal debt?

- No



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- If Yes, justification for delinquency:

19. 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

20. 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: Shull, Jane
Email: shull@fight.org
Address 1: 1233 Locust Street
Address 2: 5th Floor
Address 3:
City: Philadelphia
State: Pennsylvania
Zip Code: 19107
Organization: Philadelphia FIGHT
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Bardwell, Laura
Email: bardwell@freelibrary.org
Address 1: Parkway Central
Address 2: 1901 Vine Street
Address 3:
City: Philadelphia
State: Pennsylvania
Zip Code: 19103
Organization: Free Library of Philadelphia
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No



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<p>Project Role: Sub-recipient Name: Mercer, Bryan Email: bryan@mediamobilizingproject.org Address 1: 4205 Chestnut St. Address 2: Address 3: City: Philadelphia State: Pennsylvania Zip Code: 19104 Organization: Media Mobilizing Project Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Vu, Tan Email: tvu@pec-cares.org Address 1: 325 N. 39th Street Address 2: Address 3: City: Philadelphia State: Pennsylvania Zip Code: 19104 Organization: People's Emergency Center Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Smith, Aubrey Email: [REDACTED] Address 1: [REDACTED] Address 2: Address 3: City: Philadelphia State: Pennsylvania Zip Code: 19122 Organization: Philadelphia OIC Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No</p>



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

The City's Division of Technology developed a participatory process to involve community partners experienced in bringing broadband to communities with limited access. The City convened a public event at Community College of Philadelphia during BTOP Round 1 that involved over 200 community stakeholders. In addition to generating proposal ideas, a series of steering committees formed to focus on developing broadband proposals for Rounds 1 and 2. For this proposal, the City identified target areas that, according to census data and survey data from the Knight Foundation, showed low broadband connectivity rates compared to other parts of the City. The City developed a survey instrument addressing Public Computer Centers and circulated that survey to over one hundred organizations. Organizations that indicated an interest in developing or expanding computer labs were included in this proposal; the list of participating sites in the Appendix is the result of that process. The partners described here have been asked to manage sites because of their experience in providing Internet access in communities and their organizational capacity to manage programs. Partners will be subject to compliance with local contracting requirements (Philadelphia code, chapter 17-1400) upon receipt of funding award. The Department of Recreation will oversee the operations of Public Computing Centers in 19 Recreation centers and playgrounds. The Recreation Department will hire three full-time personnel and a Facility Computer Assistant at each site, and provide Internet access at 10 sites where there is no current access. The Department will offer training in basic computer skills, job, and resume skills to adults and teenagers. The Department will provide in-kind contributions to this proposal including staff, volunteers, space, furniture, and equipment.

The Free Library of Philadelphia, will expand free computer service and training beyond its traditional library walls through the introduction of a TechMobile van and a Portable Outpost Computer Lab. The TechMobile includes six workstations equipped with laptops with mobile broadband; it will travel the city offering a range of computer training workshops in neighborhoods with lowest rates of home broadband subscriptions. The TechMobile will feature a consistent weekly schedule with Monday-Friday service. Sites without the capacity for a permanent computer lab can request The Portable Outpost Computer Lab including 13 laptops, mobile broadband, and a part-time computer assistant. The Free Library will offer open computer access and training in basic computer skills, connecting computer literacy to needs such as job readiness and targeted computer skills for seniors. The Free Library will hire a



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Mobile Manager, a Mobile Program Coordinator, and 2 part-time Mobile Assistants. The Free Library will contribute in-kind matching in staff, space, furniture, and equipment. Philadelphia FIGHT is a comprehensive AIDS Service organization that offers a wide range of services to low income people at risk for acquiring HIV. It provides Internet access, email accounts, and website hosting through a homegrown ISP, the Critical Path Project, to over 12,000 Philadelphians. FIGHT will provide management for 26 sites, providing computers, training and technical support. FIGHT will hire three full-time staff and a part-time Facility Computer Assistant at each of its sites, offer a basic 8 hour computer and health information literacy classes to all sites that are part of this project, and contribute cash and in-kind matching including staff, volunteers, space, training, and equipment.

Media Mobilizing Project (MMP) facilitates communication and grassroots media production among local community based organizations with 5 years experience in media production, computer and web literacy trainings. MMP will provide the management for 6 sites. Media Mobilizing Project will offer training in audio and video production and web design to sites in this grant, and work in the awareness campaign. Media Mobilizing Project will hire one full-time Program Manager and a part-time Facility Computer Assistant at each of its sites. Media Mobilizing Project will contribute cash and in-kind to this proposal including staff, space, training, and equipment.

Philadelphia OIC provides a national and international education and training model of demonstrated effectiveness, serving over 3 million people worldwide and 65,000 in Philadelphia since its inception. OIC will provide public access to its 110 computers in its main location and will offer public access and their adult education and technology skills training program to the wider community including local churches, libraries, community centers, residential service programs for youth, after school programs, drug/alcohol abuse programs and small businesses through two mobile computer labs. The mobile computer labs technology and skills training will include workforce training, online GED preparation, and informational sessions highlighting such web resources that are aimed at healthy diets, money management and parenting. OIC will contribute in-kind matching to this proposal including staff, space, training, and equipment.

People's Emergency Center (PEC) Since 1972, PEC has worked with homeless families to be self-sufficient in a nurturing residential environment that allows them time to heal and grow. PEC will provide the management for 20 sites, providing public computing centers, technology training, and other social services. In addition to supervising these locations PEC will offer



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training programs: basic computing class for adults and the Digital Connectors program for teenagers. PEC will hire one full-time Facility Program Coordinator and a part-time Facility Computer Assistant at each of its sites. PEC will contribute in-kind matching to this proposal including staff, space, training, and equipment.

D. Congressional Districts

22. Applicant Headquarters

- Pennsylvania

23. Project Service States

Pennsylvania

24. Project Service Areas

Pennsylvania - 1

Pennsylvania - 2

Pennsylvania - 8

Pennsylvania - 13

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

- No

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

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

- No



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E. Demographics

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

English as Second Language (ESL)

Disabled

Low Income

Unemployed

Senior Citizen (55 and over)

Youth

Other:

29. Vulnerable Populations

Hispanics: Congreso de Latino Unidos, one of the largest Hispanic-serving agencies in Philadelphia, will house three PCCs. The Asociación de Puertorriqueños en Marcha will house 3 PCCs in their housing developments. The Nelson Playground and the Rivera Recreation Center serve over 70% Hispanics and Casa Monarca, serving the Mexican community, will all host a PCC.



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African-Americans: The Recreation Department serves 74.5% African Americans at its 19 sites. The OSH homeless shelters serve 65.62%, 3 sites of Philadelphia FIGHT serve 79%; PEC serves 90%, among others. Through these key partners, this project will reach thousands of African-Americans who may not have broadband access.

English as a Second Language: Congreso, The Rivera Recreation Center, Philadelphia OIC, the YMCA, and APM all offer ESL classes. Classes will be able to be provided in the computer centers, afford practice time to ESL students, and offer translation during classes.

Disabled: The project will provide an accessible computer station at every site and assist Liberty Resources, an organization promoting independent living for people with disabilities with 10 accessible computers. Liberty Resources will offer training on universal access to staff at all locations participating in this project.

Low-income: 69 of selected PCCs are located in areas of the city where on average 33.5% of the population lives below the poverty line. At the 10 Office of Supportive Housing shelters targeted in this grant, 65% of individuals make less than \$455/month and are our neediest citizens. 35% of the Recreation Department, 70% of FIGHT, and 100% of PEC's population is below the poverty line.

Unemployed: Philadelphia's unemployment rate is at 11.1% (Bureau of Labor Statistics). OIC's programs target unemployed persons for training; the mobile computer labs of OIC will reach hundreds of unemployed persons. Recreation centers, shelters, and community agencies will target unemployed persons and users will be able to create resumes, fill out job applications online, and get work force training.

Senior citizens: This project reaches seniors through the public housing facilities managed by PEC and through the Recreation Department, whose senior population at the targeted sites averages 12%. The YMCA has programs that serve seniors and will be able to offer them access and support in going online.

Youth: Overall, 31.7% of youth under 18 in Philadelphia live below the poverty line (U.S. Census, Small Area Income and Poverty Estimates). 34% of residents in OSH shelters are youth under age 19 and the 10 OSH PCCs will enable them to get online. The Philadelphia Student Union's PCC will provide a space for in school students and the Youth Health Empowerment Project's PCC will be able to offer older and homeless youth access to the Internet they might not otherwise have. Youth make up 28% of the population currently served by the selected Recreation Centers and 60% of those served by PEC.

30. Accessibility



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This project will provide an accessible keyboard at every site to ensure that they all have at least one station that can be used by people with disabilities. In addition, through this project, 10 more computers will be provided to Liberty Resources, a resource center for people with disabilities. All computers will have Microsoft Windows Accessibility features enabled to address individuals with blindness or hearing loss. Training will be provided through Liberty Resources to all site staff employed to monitor the public computing centers on how to enable the accessibility features of their computers and be attentive to those with disabilities. More generally, all new buildings dating from Jan. 1, 1993 in Philadelphia must meet ADA requirements for accessibility and many have been retrofit in conformance with city ordinances requiring access when buildings are upgraded. As Philadelphia is an old city, with buildings dating 300 years or more, in this project there is a mixture of old and new buildings, however, 66 sites in this project are accessible for people with physical disabilities.

31. Other Languages

General training that is provided as part of this project to any staff at the 77 sites will be available in English and Spanish, as requested. All materials used in the curriculum will be translated and interpreters will be provided on an as needed basis. Several sites will be able to offer computer training to users in Spanish. These sites include the three locations at Congreso de Latinos Unidos, Prevention Point Philadelphia, The Asociación de Puertorriqueños en Marcha, Casa Monarca, and two Recreation Centers.

Philadelphia offers a service called the Language Access Project (LAP) which provides interpretation services by phone for every City building. The Department of Recreation, as a city agency already provides this service but LAP agreed to assist speakers of other languages at all funded PCCs in the same manner that any other user of the recreation centers would, only with the assistance of the LEP interpreter and Facility Computer Assistant. This will allow PCCs to be available to anyone.

Outreach materials, including the resource guide, the website, and the PSAs will all be created in Spanish as well as English.

Outreach

32. Public Computing Centers Outreach



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This project will use a combination of print and electronic media for our outreach strategy to ensure usage of services and equipment and will be informed throughout the project by the Freedom Rings Advisory Council. The strategy has the following components:

1) A print Resource Guide will be developed of all the Public Computing Centers that are part of this project, where they are located, their hours of operation, training they provide, and any specialized services that they offer. Print materials will be dispersed widely throughout the city and made available at all the Public Computing Centers, all the Free Library branches, public schools, all Recreation Centers, all shelters and public housing units. 2) The resource guide will be available online on the City's website and will be easily searchable by zip code, name, service, and key words. 3) The City will make all information regarding the network of Public Computing Centers available through its 311 service which connects citizens to City departments and services. 4) The Mayor will attend ribbon cuttings for newly established Public Computing Centers and create a PSA for TV and radio that will advertise the new network. 4) The Media Mobilizing Project will work with groups at individual sites to create community-made media highlighting the project and its impact on individual lives. These videos will be posted on the City's website, on partner site websites, on YouTube, and on social networking sites. 5) Major public events sponsored by key sub-recipients, such as AIDS Education Month which attracts over 3000 people, Free Library Speaker Lecture Series, Community events hosted by partnering sites, to name a few, will have print guides available and noticeable. 6) Each participating key partner and host site will integrate promotion of the Public Computing Centers into their existing outreach plans. 7) The Freedom Rings Sustainable Broadband Adoption project will promote the Public Computing Centers into their project outreach.

33. How many total users do you expect to generate through the use of BTOP funds at your public computer center(s)?

➤ 12940

Training and Education

34. Peripherals and equipment

Equipment in the basic computer package and in the advance media computer package includes a Dell OptiPlex 380 Minitower or a Dell OptiPlex 780 respectively, a monitor, keyboard, mouse. For the mobile units, a Dell Mobile M2400 will be provided. Peripherals for the sites include a



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chassis intrusion switch (lockable), a chair, a table, data switch, network router, network cables, cable modems, and power strips. In addition, one printer will be provided for all 77 sites.

35. Workstation software

The following software will be included on all computer stations: Windows 7, Microsoft Office 2007, Symantic Endpoint protection virus scanner. The Advanced Multimedia Stations will also contain the Adobe Creative Suit 4 Production Premium, which includes After Effects CS4, Adobe Premiere Pro CS4, Photoshop CS4 Extended, Flash CS4 Professional, Illustrator CS4, Soundbooth CS4, Adobe OnLocation CS4, Encore CS4, Adobe Bridge CS4, Adobe Device Central CS4, and Dynamic Link.

Several sites and partners will include specific software that they will purchase themselves to add to the stations. For example, the Free Library and Philadelphia FIGHT will add Mavis Beacon Teaches Typing and some sites will add translation software or a filter for youth. This software will not be provided by this grant.

36. Training and education programs

Training will be offered in a variety of ways specific to the populations being served. Individuals hired to staff this project will be offered the following curriculum through an organization to be determined by the Freedom Rings Advisory Council in the following areas:

1. Staff will learn the basics of running a Public Computing Center
2. Staff will be provided with 40 hours of basic computer training including email, web browsing, document creation and formatting, file structure, cloud document retention, search, online privacy.
3. Staff will be trained on collecting and reporting data and any statistical needs of the project.
4. Staff will be trained on basic troubleshooting and how to access technical support when needed.
5. Staff will be trained on frequently asked questions at a Public Computing Center.

For users at Public Computing Centers, we have a menu of already developed training programs that will be advertised and offered widely. However, all training should be seen in relationship to the Philadelphia Freedom Rings Broadband Adoption Proposal, which will provide expanded training offerings across all PCCs. The Freedom Rings Advisory Council will provide



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information about how to access these trainings for all of the 77 sites. Training will provide a full-spectrum of classes for those just learning how to use the computer to those who are ready to learn how to create their own media. The primary types of training that will be offered widely are:

Basic Computer Skills Classes are focused on those with little prior experience and includes information on typing, file structure, internet, email, and basic document creation. This class is offered by several sites such as Philadelphia FIGHT, the Free Library of Philadelphia, PEC, AchieveAbility, some Recreation Centers, and Congreso de Latinos Unidos from between 8 hours to 50 hours.

Advanced Applications Classes are focused on understanding software applications in greater detail and includes any training in Microsoft Word, Excel, PowerPoint, and Access as well as advanced training on Hardware and Networks and Software and Programming and is offered by the Free Library of Philadelphia, People’s Emergency Center’s Digital Connector’s program and Philadelphia OIC.

Workforce Development Classes are offered primarily by Philadelphia OIC. Their Learning Opportunities Center uses an individualized, computer assisted, self-paced, open entry/exit instructional system to provide Adult Basic Education (ABE), General Education Diploma (GED) test preparation and prevocational training information.

Topic-specific Classes are 5-8 hours of training on specific topics such as health, parenting, media literacy, resume workshop, accessing local services and more. These workshops are offered by many sites including Philadelphia FIGHT, the Free Library of Philadelphia, Philadelphia OIC, Media Mobilizing Project, and the Recreation Department

Media Production Classes are offered by Media Mobilizing Project. These classes provide training in audio and video production and web design, with the goal of supporting long-term adoption by enmeshing the Internet into their social and educational lives.

In all, there will be 10 staff both current and to be hired who will provide instruction in one or more of the above topics at all 77 sites. Each key partner organization will have at least one, if not more, instructors to provide training opportunities for users at the sites they will be responsible for.

37. If you are providing educational or training programs, how many people in total will these programs reach on an annual basis?

➤ 3000



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38. How many hours of training will be provided to each participant?

- 8

39. How many Full Time Employee (FTE) instructors or facilitators will you employ for these courses?

- 3

F. Project Budget

40. Project Budget	
Federal Grant Request	\$6,389,602
Total Match Amount	\$3,293,163
Total Budget	\$9,682,765
Match Percent	34.0%

41. Projects Outside Recommended Funding Range:

- None.

42. Sustainability:

In order to sustain the programs beyond the funding period, this proposal has and will take the following actions: 1. All key partners were selected because they have years of experience managing grants and contracts and sustaining those programs after their grants expire. All have development teams adept at finding new funding sources and will continue to look for funding to sustain new sites, mobile units, and training programs. For example, Philadelphia FIGHT has sustained its PCCs for 10 years and the Free Library has over 15 years experience sustaining their PCCs. 2. Smaller sites were selected because they were “shovel-ready;” they had space, internet access, and more. These sites already provide services to the targeted population in other areas and adding a PCC will not add to operational expenses. Some sites had established PCCs and needed to enhance those centers. These sites already have staff, space, and Internet access but needed support to upgrade equipment and increase their ability to serve more people. Other sites such as recreation centers or shelters are supported in other ways by the City and had the



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space, some staffing to assist in accommodating a PCC, and could provide Internet access. 3. In designating the key partners to provide the management of several sites, this project builds in support for smaller sites that might not have had the knowledge or capacity to look for grants. The five main sub-recipients will be able to help these smaller sites plan during the contract period for how to sustain their Public Computing Centers. 4. We intend to create a core Freedom Rings Advisory Council of members that will consist of the City of Philadelphia contracts and program managers, and a staff member from each of the five sub-recipients and chaired by DOT's Chief Operating Officer. This Advisory Council will work from day one to begin identifying future funding streams that could be used to support each Public Computing Center that is created. 5. Staff hired for the project and working at the sites but not exclusively on this project will have opportunities to receive training in technology that they might not otherwise have had. This will give them with skills to sustain the PCCs once funding is no longer available. 6. Should the Philadelphia Freedom Rings – Comprehensive Community Infrastructure proposal be funded, this will provide all sites with free broadband Internet Access and help them sustain their centers in the long term. 7. Additional options will be explored such as renting out PCC space to groups who want to provide their own specialized training programs or having fees for advanced classes. 8. The evaluation done through this project will help determine usage, evaluate the effectiveness of the awareness campaign, and publish a report that incorporates data on the needs of users to establish a case for the importance and necessity of PCCs that can help translate to increased dollars in funding down the line.

43. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	Cash Match Philadelphia FIGHT, \$50,000 of non-federal cash to be applied to equipment purchases which are eligible costs. Percentage of Total Budget: 0.52% ***** In-Kind Contributions City of Philadelphia -- Department of Technology/Recreation Centers:



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	<p>Total match is \$345,748. Percentage of Total Budget: 3.57%. This includes 4 positions totaling \$210,843 plus \$84,337 for benefits, necessary for successful operation of PCCs (3.05%). Positions are not federally funded and are eligible costs. Travel: Site Visits for 22 sites= 22 x 2 visits per month x 2 years x \$3.00 per visit = \$3,168, non-federal funds to be utilized for eligible costs (.03%). Equipment: 41 computers dedicated for Public Computer Centers = basic work stations 41 x \$1,100= \$44,900 (.46%). Other: Multimedia promotional materials to be supplied by the City of Philadelphia for program marketing and PSAs, non-federal funds valued @ \$10,000. Indirect costs = \$2,500 (0.03%) to be contributed by in-kind administrative personnel necessary for operation of programs. *****</p> <p>All PCC Sites: Total match is \$1,946,191. Percentage of Total Budget: 20.10%. This includes all volunteers currently and to be recruited that each site responded to our survey would be used to support public computer centers, 117 volunteers @ 10 hours per week for 52 weeks, valued at \$20.00 per hour=\$1,216,800 (12.57%). Equipment: 21 computers dedicated for each Site = basic work stations 21 x \$1,100=\$23,100, additional equipment supplied by each site consisting of chairs, tables, routers, switches, power strips valued at \$223,596 (2.55%). Supplies for all (73) sites plus mobile sites, matched by site operators. Supplies needed for operation of program, especially computers/printers, Non-federal funds valued @ \$155,260 (1.60%). Other: Communications for 93 newly created positions necessary for maintenance of the site computer centers. Provided by participating organizations and site locations agencies are non-federal funds valued @ 93 positions x \$10 per month x 12 months x 2 years = \$22,320 (0.23%). Facility rent for public computer centers at approximately 189.66 sq ft. per site = 189.66 sq. ft x 73 sites x \$15 per sq. foot = \$207,675 (2.14%). Broadband access to be available at 58, dedicated to Public Computer Centers non-federal funds valued @ 58 sites x \$1,680 for two years = \$97,440 (1.1%). *****</p> <p>Free Library of Philadelphia: Total match is \$464,889. Percentage of</p>
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	<p>Total Budget: 4.80%. This includes 11 positions totaling \$310,751 plus \$119,638 for benefits, necessary to successfully operate program, positions are not federally funded and are eligible costs (4.44%), Other: Software for mobile laptops dedicated to project, non-federal funds valued @ 21 laptops x \$1,500 per software package = \$31,500 (0.33%). Mobile Broadband routers for laptops dedicated to Public Computer Centers, non-federal funds valued @ \$3,000 (0.03%) *****</p> <p>Philadelphia FIGHT: Total match is \$35,351. Percentage of Total Budget: .37%. This includes 4 positions totaling \$19,000 plus \$4,751 for benefits, necessary to successfully operate program, Positions are not federally funded and are eligible costs (0.25%). Travel: Site Visits for 25 sites = 25 x 2 visits per month x 2 years x \$3.00 per visit = \$3,600 and are non-federal funds to be utilized for eligible costs (0.04%). Other: Pre-application expenses dedicated to proposal development valued @ \$8,000 (.08%) *****</p> <p>People's Emergency Center: Total match is \$74,131. Percentage of Total Budget: .77%. This includes 2 positions totaling \$57,000 plus \$14,250 for benefits, necessary to successfully operate program and are not federally funded and are eligible costs (0.74%). Travel: Site Visits for 20 sites= 20 x 2 visits per month x 2 years x \$3.00 per visit = \$2,880 and are non-federal funds to be utilized for eligible costs (0.03%).*****</p> <p>Media Mobilizing Project: Total match is \$50,239. Percentage of Total Budget: .52%. This includes 2 positions totaling \$31,500 plus \$7,875 for benefits, necessary to successfully operate program, and are not federally funded and are eligible costs (0.41%). Travel: Site Visits for 6 sites= 6 x 2 visits per month x 2 years x \$3.00 per visit = \$864 and are non-federal funds to be utilized for eligible costs (0.01%). Other: Multimedia promotional materials to be supplied by the City of Philadelphia for program marketing and PSAs, Non-federal funds valued @ \$10,000 (.10%).*****</p> <p>Philadelphia OIC: Total match is \$177,000. Percentage of Total</p>
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	<p>Budget: 1.83%. This includes 1 position totaling \$44,000 plus \$11,000 for benefits, necessary to successfully operate program and are not federally funded and are eligible costs (0.57%). Equipment: 110 computers dedicated for Public Computer Centers = basic work stations 110 x \$1,100= \$121,000 plus Google Mini server - \$1,000 (1.26%). *****</p> <p>New America Foundation: Total match is \$149, 615. Percentage of Total Budget: 1.55%. this includes Other: Pre-application expenses dedicated to proposal development valued @ \$149, 615, non-federal funds expended for this purpose (1.55%).</p>
Unjust enrichment	None.
Disclosure of federal and/or state funding sources	<p>The Free Library receives \$550,590 per year from the Federal E-Rate program to support the Library’s Internet connection for public access computers. A part of Philadelphia FIGHT’s current National Library of Medicine grants totaling \$160,000 will provide 15 new computers to shelters in Philadelphia they have partnered with that will be available beginning in the first quarter of the project to 200 people being trained to find life-saving information about HIV and other life threatening health conditions, including hepatitis B and C, that affect many people in homeless shelters.</p>

44. Budget Narrative

Budget narrative	<p>Proposed Period of Performance: 2 ys(8 qtrs)Total Proj. Cost: \$9,682,765 Total Federal Request: \$6,389,602 Total Match:(Cash): \$50,000 Total Match:(In-Kind): \$3,243,163 Total Match: \$3,293,163 Total Match as % of Total Proj. Cost: 34.0%</p> <p>A. Personnel -2,380,520. 210,000 (73%-total):City of Phila: (1)DOT Prog Mgr, (1) DOT Prog Contract Mgr @ 2 yrs (8 qtrs) @ 100%FTEs for oversight functions. Match is 27%-60,000. 560,000 (100%-total):(5) 100% FTEs Facility Prog Coords,(2)100%FTEs Facility Deputy Coords @2 yrs (8 qtrs) for each partner agency 117,000 (97% of total):(2) 100% FTEs Facility Network Admin. @30,000 a yr for 2 yrs (8 qtrs) to provide basic IT support for sites. Match is 3%-3,000. 1,314,000:(73) Facility Computer Assts. @9,000 a yr (\$12/hr x 15hrs per week x 50 weeks a yr for2 yrs (8 qtrs) to supervise sites. 179,520 (100%-total):Mobile</p>
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	<p>Lab staff: Free Library: (1) Mobile Prog.Coord, (2)Mobile Computer Assts.; Phila OIC: (1) Mobile Prog Coord, (1) Mobile Comp. Asst, all @ 100%FTEs B. Fringe -509,551. D. Equipment 1,249,974.25,200: (4) Staff Laptops @1,500 & (12) Staff workstations @1,600 836,300 (71%-total):(863) Basic Workstations @1,100 x station & (60) Advanced Workstations @2,100 x station-provides basic/advanced online/application usage. Match is 29% -240,000. 91,400 (43%-total):facility peripherals(all sites): (77) accessible keyboard & mice, (80) printers, (923) chairs, and (231) tables. Match is 57%- 214,900. 283,000 (100%-total):(68) Mobile Laptops, (4) Mobile Carts, (2) Mobile Vehicles, & (3) sets of Mobile AV Equipment for Mobile Labs. 14,074(67%-total):core facility items: (1) Google Mini document server, (923) network cables, (77) network routers, (77) network switches, (21) cable modems, and (231) power strips. Match is 33% -9,696. E. Supplies - 145.940. 24,000 (100%-total):outsource printing- brochures, schedules, bookmarks, and resource guides. 121,940:(77) printer toner packs for all sites. Match is 1%-1,260. F. Contractual - 874,553. 3,200:graphic design for printed materials-32hrs x \$100/hr. 80,000:(1) Mobile Vehicle Fit-Out. 5,000:design Program Resource Guide. 5,000:Website Design & Hosting for online access to prog. resources. 7,500:translation of prog. materials. 400,000:Site IT Support & Telephone Help Desk services. 373,853: independent prog. evaluation to assess program success/ sustainability. H. Other: 755,760.00. 154,560 (35%-total): Internet Access: (8) Mobile Broadband for Mobile Vehicles, (63) Mobile Broadband for Mobile Carts, (4) Mobile Broadband Routers for Laptops, (73) site internet access. Match is 65% - 100,440.\$588,500 to provide software for facility workstations:(913) Basic workstation software & (60) Advanced workstation software 5,200:Mobile Wraps for carts. 2,500:Fuel & Maintenance for Mobile Labs @ 2 yrs. \$5,000 (33%-total) for multimedia promotional materials. Match-66% - 10,000. J.Indirect Charges: 473,303. 473,303: 8% rate on direct Federal support.2,500 match.</p>
Budget reasonable	<p>Personnel costs total \$4,270,415 and were determined through local benchmarking. The DOT utilized its standard personnel categories and compensation ranges to develop salaries and to indicate match, as did the Department of Recreation. In turn these salary ranges were used to benchmark positions such as Facility Program Coordinator @\$45,000 and Facility Computer</p>



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Assistant @ \$9,000 for .25 time at the community sites. Each partner utilized current salary levels to benchmark new positions. This methodology was followed throughout.

Fringe benefits \$751,402 were computed based on existing fringe rates. As is typical, the City's fringe rates were higher, averaging about 40% (although some positions receive higher rates, 40% was selected for reasonableness); similarly the Free Library's existing fringe rate is 38.5% and this was applied. The nonprofit partners were asked their fringe rates, and a low average rate of 25% was selected applied to the remaining sites.

Travel \$10,512 is based on utilizing public transportation, at current rates, for 2 visits per month to all fixed sites.

Equipment costs \$1,713,570 were developed based on the mean of current basic and advanced workstations available from four major hardware manufacturers at their not for profit/government rate. The three vendors chosen were Dell, Gateway, Apple, and Lenovo.

Supplies \$301,200 were based on historical experience of the partners; for example FIGHT supplied its costs for the 15 public computer centers that were set up in the past; other partners indicated that these costs were reasonable, and they were applied.

Contractual \$874,553 was based on vendor estimates in Philadelphia. For example the costs for developing a resource guide were derived from community sites that had developed resource guides in the past. Facility IT support was developed by asking local vendors to give the project an ballpark figure; we included the lowest figure offered. Project evaluation was benchmarked through similar inquiry.

Other \$1,285,310 was based on vendor estimates for mobile vehicle; mean estimates for Mobile carts; nonprofit rates for routers etc; historical experience for fuel; and a portion of real communication costs by partner for telephone. Facility rent was estimated based on 30 sq ft X \$15 a square foot an average figure taking



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	<p>into account different real estate costs throughout the city.</p> <p>Matching support for proposal authoring was based on rates that NAF, the vendor, customarily charges; for FIGHT’s participation a blended salary rate x hours of the two staff members who spent the most time on it was used.</p> <p>Overall, by following closely existing costs, while carefully staying at the lower end when possible, we arrived at a budget that is reasonable, yet sufficient to carry out this project. We believe our total cost of \$9,682,765 will enable us to complete the tasks as developed, in the timeframe allocated.</p>
Demonstration of need	<p>The nation’s economic crisis has had a severe impact on Philadelphia’s public and private funding sources. Currently the City of Philadelphia has a \$2 billion deficit forecast in its 5-year plan, and the Philadelphia Inquirer reported on February 5th, 2010, that Mayor Nutter is again looking at a budget deficit of \$100 million plus for the 2011 fiscal year that is expected to increase to between \$500 million and \$700 million over the course of the city's five-year financial plan (http://www.philly.com/philly/news/20100205_City_challenge__100M__deficit.html). City services have been cut, new taxes and fees (trash collection, soda tax etc.) are being considered and city departments are being asked to contemplate further cuts. Under these circumstances, outside resources such as Federal grants are essential for the initiation of new programs</p> <p>While Philadelphia is fortunate to have a strong and generous network of private foundations, most have experienced a significant drop in endowment revenue, which has resulted in decreased grant making. Of 50 local foundations surveyed in March 2009, 45% suffered asset losses of 21% to 30%, while 28% reported losses of 31 - 40%. Additionally, 50% said grant budgets would decline, ranging from 5% to 34%. Furthermore, many foundation leaders reported that they expected bigger cuts in the coming year.</p> <p>The Free Library of Philadelphia’s operating budget was cut 20%, or \$8 million in FY2009, including the elimination of 111 positions. Given these cuts, without grant funding no new initiatives are possible in FY2010 for the Free Library of Philadelphia. Due to the City of Philadelphia's and the nation's budget crisis over the past 18 months, the Department of Recreation has seen a 22% cut in part-time Summer staff and a 25% cut in grant funding that supports staffing for the</p>



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department's Teen Centers. These part-time staff positions are crucial to the operation of programs, particularly computer labs because the department requires active, dedicated supervision at all times in order for a lab to be open. Social services agencies that depend on government funding have been similarly affected. A survey of 505 agencies by the United Way of SE Pennsylvania in 2009 found that nearly half were affected in some way by the State's budget stalemate (http://www.uwsepa.org/media_release.asp?releaseid=457).

The negative financial forecast for Philadelphia will disproportionately affect its most vulnerable populations as social services are cut and jobs are lost or hours decreased. Therefore it is even more critical to both create a mechanism that will help local organizations and agencies sustain programs during this economic downturn and to provide access to broadband Internet and computer training for those residents that may find these resources essential to find jobs, increase their skills, and continue their education.

45. Funds to States/Territories

States	Amount of Federal Grant Request
Pennsylvania	6,389,602

Funds to States/Territories Total: \$6,389,602

G. Historical Financials

46. Matching Funds

	2007	2008	2009
Revenue	5,580,475	5,617,857	5,668,948
Expenditures	5,552,630	5,999,612	6,156,897
Net Assets	1,067,042	782,478	238,892
Change in Net Assets from Prior	5,400	284,564	543,586



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Year			
Bond Rating (if applicable)	BBB	BBB	BBB

H. Public Computer Center Summary

47. Jobs	
How many direct jobs-years will be created from this project?	93
How many indirect jobs will be created from this project?	67
How many jobs will be induced from this project?	38

48. Methodology used to estimate jobs:

We will hire 12 full-time staff and 78 part-time staff to work on this project in a variety of capacities.

The methodology used to calculate the total indirect jobs was the total project budget (\$9,682,765) * 64% / 92,000. This equals 67 indirect jobs. The methodology used to calculate the total induced jobs was the total project budget (\$9,682,765) * 36% / 92,000. The equals 38 induced jobs created by this project.

We calculated this from the Council of Economic Advisors guidance.

49. Proposed # of Public Computer Centers	
Schools (k-12)	0
Libraries	3
Medical and Healthcare Providers	2
Public Safety Entities	0
Community Colleges	0
Public Housing	0
Other Institutions of Higher	0



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Education	
Other Community Support Organization	43
Other Government Facilities	29

Total Proposed Public Computer Centers 77

Current Total Persons in Service Area 624531

50. Minority Serving Institutions	
Historically Black Colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	7
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	7

51. Weekly Usage Summary	
Total Current # of Persons Served per 120-hour Business Week	1217
Total Proposed # of Persons Served per 120-hour Business Week	11998



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Total Current # of Persons Served per 48-hour Weekend	356
Total Proposed # of Persons Served per 48-hour Weekend	2512

52. Broadband Workstation Summary	
Number of Current Workstations proposed to be upgraded	65
Total Current # of Broadband Workstations	287
Total Proposed # of Broadband Workstations	991
Average Current Facility Broadband Connection Speed	3.65 Mbps
Average Proposed Facility Broadband Connection Speed	5.66 Mbps

I. Project Readiness

53. Licenses and Regulatory Approvals

None.

54. Organizational Readiness

With an annual budget of \$4 billion, the City of Philadelphia is clearly organizationally ready to implement a large scale project as proposed in this application. Specifically, the applicant for this grant, the City's Division of Technology, provides information technology guidance and support for all city technology systems and investment, including a fully functioning Program Management Office responsible for implementing large scale city technology projects. The management team identified within the Division of Technology is actively working on several large scale projects, one of which includes a build out of the City's video surveillance system. Additionally, the management team is involved in a consolidation of information technology resources across city agencies intended to create a more coordinated and efficient manner of



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providing technology services. The City also brings a large and experienced financial services group that is well familiar with the reporting requirements for federal grants.

The City's partner organizations in this application also display a high degree of organizational readiness for the implementation of large scale projects. These partner organizations have experience managing large grants both through foundations and federal awards through DHHS (CDC and NIH), Institute of Museum and Library Services, the Laura Bush 21st Century Librarian program, or HUD, many involving multiple sites. They are familiar with Federal reporting requirements and accountability. The partners have ongoing relationships with all of the organizational sites that they will be managing which indicates that there will not be a need for extra lead time in getting the project off the ground. They have experience specifically implementing and managing Public Computing Centers and technology training. The Free Library manages 900 public access computers alone, while Philadelphia FIGHT and People's Emergency Center have each successfully managed and sustained over 10 PCCs prior to this funding opportunity and Philadelphia OIC runs an international workforce development program in labs that have over 100 computers and distance learning classes. All key partners have both management and program staff dedicated to working on digital divide programs already and these staff can easily scale up their models if this application should be funded.

55. Project Timeline and Challenges

Year 1, 1st QTR: Set up key components of the project to provide consistency and structure. Milestones: DOT management staff begins carrying out all aspects of project. The City issues an RFP for distribution, installation, and maintenance of equipment. The five sub-recipients hire or assign staff for their respective projects. Reporting requirements and forms are standardized by the City. Evaluation team sets guidelines for data collection. Strategic Planning Council begins to meet. 2nd QTR: Milestones: 25% of sites have equipment installed, Internet access is provided to sites without, all staff are hired at partner agencies, 50% of sites have hired or assigned Facility Computer Assistants to monitor PCCs, training is held for staff selected to date on PCC monitoring, the Strategic Planning Council finalizes a 1st-year marketing plan and works with graphic designers to develop print resource guide and website. 3rd QTR: Milestones: 100% of sites have equipment installed and have hired Facility Computer Assistants, training is held for remaining staff hired on how to monitor and manage a PCC. Strategic Planning Council finalizes design of the resource guide and searchable website, PSA is developed with the Mayor, all sites provide information regarding their hours, training programs, and facilities to be printed in the resource guide. 4th QTR: Milestones: resource guide printed and distributed, Media Mobilizing



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Project releases and distributes three videos documenting the stories of those using new PCCs, website is launched. Year 2: 1st QTR: Milestones: Marketing campaign surge, PSAs run on radio, Strategic Planning Council works on campaign to identify partners for project sustainability. 2nd, 3rd, 4th QTRs: Continuation of project, sites continue to provide services, training, and marketing materials. Milestones: Strategic Planning Council finalizes and implements plan for project sustainability, evaluation team begins to prepare data for analysis, marketing materials distributed at major community events around the city, Media Mobilizing Project releases and distributes 10 more videos documenting stories of those using the PCCs. We believe we are well prepared to carry out this project, and that the challenges will not be logistical. Instead the challenges for this proposal include program issues like helping those with little computer knowledge get over their fears. We will meet this challenge by placing PCCs in sites with already existing programs, hiring part-time Facility Computer Assistants who are from the communities which they serve, and providing training to these staff on how to assist and welcome users at their center. Another challenge will be providing access for all those with disabilities. We will include an accessible keyboard for every site and offer training from Liberty Resources to help staff at each site understand how they can assist those with disabilities.

56. SPIN Number

J. Environmental Questionnaire

57. Does this PCC application have construction or ground disturbing activities?

No

If no, please answer the questions below. If yes, please do not answer the questions below and instead proceed to the next page to answer the expanded environmental questionnaire.

58. 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



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All equipment procured under the grant will be stored and used in existing facilities and will not require construction. Equipment includes the following:

Basic and advanced computer stations with peripherals and laptops for mobile facilities.

59. 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

60. 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.

No

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

Yes

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

Yes

Part of our grant involves training programs that would be held at computer lab sites. All training programs would be held in already existing structures.

63. 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



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64. 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?

Yes

Our Internet service upgrades in the grant are limited to the addition of cable modems at some of the Recreation Center sites. No permits are required nor are we laying fiber optic cabling as part of this request.

K. Environmental Questionnaire – Part 2

65. Project Description

66. Property Changes

67. Buildings

68. Wetlands

69. Critical Habitats

70. Floodplain

71. Protected Land



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72. Coastal Area

73. Brownfield



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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	2orgcharts_highlevel.pdf	Buss, Andrew	02/26/2010
Management Team Resumes and Organization Chart	ResumeJoeJames.pdf	Buss, Andrew	03/08/2010
Management Team Resumes and Organization Chart	RESUME_ALLAN_FRANK.pdf	Buss, Andrew	03/08/2010
Management Team Resumes and Organization Chart	Allan Frank Bio.pdf	Buss, Andrew	03/08/2010
Management Team Resumes and Organization Chart	AllisonWolfresume-new 2008.doc	Buss, Andrew	03/12/2010
Management Team Resumes and Organization Chart	Bryan Scott Mercer resume 8.6.doc	Buss, Andrew	03/12/2010
Management Team Resumes and Organization Chart	Juliet Fink Resume '09 Stimulus grant.doc	Buss, Andrew	03/12/2010



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Management Team Resumes and Organization Chart	Resume - Leo Dignam Philadelphia Department of Recreation.pdf	Buss, Andrew	03/12/2010
Management Team Resumes and Organization Chart	Resume_Tan Vu_tech.doc	Buss, Andrew	03/12/2010
Management Team Resumes and Organization Chart	Ron Edwards resume PEC_Mar 10 2010.doc	Buss, Andrew	03/12/2010
Management Team Resumes and Organization Chart	McPeak FLP resume.doc	Buss, Andrew	03/12/2010
Management Team Resumes and Organization Chart	Pecora FLP bio.doc	Buss, Andrew	03/12/2010
Management Team Resumes and Organization Chart	Bob Nelson Resume.pdf	Buss, Andrew	03/12/2010
Government and Key Partnerships	All Commitment Letters FINAL.pdf	Buss, Andrew	03/12/2010
Historical Financial Statements	Historic Financials0001.pdf	Buss, Andrew	03/03/2010



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Historical Financial Statements	Attachment L - Projected Balance Sheets.pdf	Buss, Andrew	03/03/2010
Historical Financial Statements	Attachment M Projected Cash Flow.pdf	Buss, Andrew	03/03/2010
Public Center Detail	PCC Details Attachment-Final.xls	Buss, Andrew	03/12/2010
Detailed Budget	Broadband Proporsal (version 9)-FINAL-3-12-10BGSmодREAL FINAL.xls	Buss, Andrew	03/12/2010
BTOP Certifications	authentication_001.pdf	Buss, Andrew	03/08/2010
SF424 Budget (A or C)	424 budget.pdf	Buss, Andrew	03/12/2010
SF424 B and D Assurances	ASSURANCES_001.pdf	Buss, Andrew	03/08/2010
Supplemental Information	PCCsites_overall_2010_2 FINAL BEST.pdf	Buss, Andrew	03/12/2010
Supplemental Information	Final Support Letters.pdf	Buss, Andrew	03/12/2010
Supplemental Information	Census Tract Map_BTOP2 PCC Sites 031110 FINAL.pdf	Buss, Andrew	03/12/2010



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