Broadband USA

Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program

Submitted Date: 8/20/2009 1:08:37 PM	Easygrants ID: 2879
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Santa Fe Civic Housing Authority
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Ed Romero

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A. General Application Information

1. Applicant Information

1-A. Name, Address, and Federal ID for Applicant

i. Legal Name:	Santa Fe Civic Housing Authority
ii. Employer/Taxpayer Identification Number (EIN/TIN):	850385312
Street 1:	664 Alta Vista Street
Street 2:	
City:	Santa Fe
County:	Santa Fe
State:	NM
Country	United States
Zip/Postal Code:	87505

1-B. Name and Contact Information of Person to be Contacted on Matters Involving this Application:

Prefix:	
First Name:	Ed
Middle Name:	
Last Name:	Romero
Suffix:	
Telephone Number:	505-988-2859
Fax Number:	
Email:	edromero@sfcha.com
Title:	Executive Director

1-C. Other Required Identification Numbers

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i. Organizational DUNS:	185269495
ii. CCR # (CAGE):	39VU4
iii. Funding Opportunity Number:	2
iv. Catalog of Federal Domestic Assistance Number:	**BTOP CFDA Number:** 11.557 **BTOP CFDA Title:** Broadband Technology Opportunities Program

1-D. Organization Classification

Local, State, or Other Government Entity

1-E. Applicant Federal Debt Delinquency Explanation

Is the **Applicant** Delinquent On Any Federal Debt?
No

Federal debt delinquency Explanation:
We have no federal debt delinquency.

1-F. Congressional Districts of:

Applicant: New Mexico - 3

Program/Project
New Mexico - 3

2. Project Title and Project Description

2-A. Project Title : Public Computer Labs

2-B. Project Description: Our Agency proposes two Public Computer Labs offering Broadband access and computer generated classes for a wide range of educational and social service programs that decrease the drop-out rate, and increase jobs to generate economic mobility. This bilingual project demonstrates

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the culture and economic bridging capabilities of New Media Literacy in populations that speak little or no English.

3. Project Type

Classify the particular project type for which you are seeking federal funding.

Project Type: Public Computer Center

Project ID: 2

4. Application ID for Multiple Submissions for Identified Service Areas
No multiple submissions.

5. Estimated Funding ($):

Estimated Funding ($):	
Federal	177,600
Applicant	37,000
State	
Local	
Other	
Program Income	
Total	214,600

B. Eligibility Factors

6. Eligibility Factors.

The application must be completed fully, and all required supplemental documentation must be attached.

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Applicants must commit to substantially completing their Project (as defined in the NOFA) within two years of the award date, and completing the Project within three years of the award date.
Applicants must credibly demonstrate that their Project advances at least one of the five statutory purposes for BTOP.
Applicants must demonstrate that but for Federal funding they would not have been able to complete their project during the grant period.
The budget for the project must be reasonable and all costs must be eligible.

6-d. Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirments.
Yes

Matching Fund Waiver Request Explanation
None requested.

C. Executive Summary

7. Executive Summary of Overall Proposal:

The Santa Fe Civic Housing Authority (SFCHA), in partnership with the Santa Fe Regional Telecommunications Coalition (SFRTC), proposes to provide high speed, computer access to largely Hispanic, low-income families, disadvantaged youth, Head Start mothers, the disabled and the elderly at the Hopewell-Mann (Villa Esperanza) and Gallegos Lane (Villa Verde) public housing sites and their low-income environs. Evethough these public housing developments are known locally by their street names, the official names are Villa Esperanza and Villa Verde.

The Public Computer Centers will offer a way into the marketplace of ideas as well as basic skills necessary to succeed in school and the workplace. Broadband availability (and requisite

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training for use) on public housing sites will connect our underserved and largely monolingual Spanish-speaking residents to the nation in which they live. The Centers will be located in the midst of the highest concentration of subsidized housing in Santa Fe. 93% of our target population self-identifies as Hispanic.

Given the predicted demographic rise in the nation's Hispanic population and concomitant educational and employment issues, our project will be a prototype for other communities. We will document the results of our innovate approach to economic development and stand ready to consult with communities seeking advice on building similar Centers. Our Public Computer Centers will combine computer and Broadband-based learning with community building and one-stop social services.

Santa Fe residents living in public housing report the City's lowest rate of access to the advantages provided by Broadband. Only 5% of low-income public housing residents are regular computer users and most do not have home access. Publicly available after-school access is negligible, which further isolates an already marginalized community. Families living in SFCHA housing subsist on an average annual income of $9,470.40. Women head more than 70% of SFCHA households. In most schools serving the area, over 90% of the student population qualifies for free or reduced lunch.

A Needs Assessment conducted from May through October 2006, by SFCHA, the Santa Fe Community College and the Triangle District Project (a group of community activists) found that our target population clearly expressed the need for the advantages provided by Internet access. We estimate that within five years 80% of our residents will make use of the Public Computer Centers.
In Santa Fe, the need for community-based educational and job-training opportunities cannot be overstated. The New Mexico public school system consistently ranks among the nation's most inadequate. According to local education officials, not one public school servicing the children of families housed by SFCHA has passed the state's Adequate Yearly Progress testing, (AYP). Santa Fe High School (attended by our adolescent tenants) reports that only 33% of its students attend with regularity. These numbers fall far short of state standards. They fuel an extraordinarily high drop-out rate (13.62%), the results of which seem to correlate with increasing levels of teenage crime, vandalism and gang activity. Every year we wait, another cohort of "majority minority" students pass into the difficult phase of adolescence without a solid foundation for entering society as productive, engaged citizens.

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In the high-density poverty communities SFCHA serveparents, the very young, and the elderly often live in fear of gangs of disaffected teenagers. Providing Broadband-based educational and job training opportunities in a safe communal environment could begin to reverse this trend. If, as we have just witnessed, Broadband access can support democratization movements in Iran, Broadband can certainly open doors right here at home. Broadband access, and computer literacy improves educational opportunities and increases access to labor markets.
Cutting edge software programs (many linked directly to the Santa Fe Community College) will enable a network of tutors and teachers to provide residents with state-of-the-art educational resources. School children, English as a Second Language (ESL) learners as well as General Education Diploma (G.E.D) students will be among the Public Computer Centers' many beneficiaries. Easy access (within walking distance of residents many of whom do not own vehicles) and extended hours will maximize the number of individuals we can serve. Broadband-based educational and workforce training programs, links with school and libraries, tutoring and homework help programs linked to Pinnacle (a program used in Santa Fe's public schools to track student attendance and academic progress) will be supported by one-stop access to a host of traditional social services. Networking with Santa Fe's formidable arts community, the Centers will offer innovative arts and theater programming that has proven successful with marginalized youth. Broadband will allow a variety of resident advisory committees to communicate with other groups involved in uplift projects around the state and nation. When mothers need childcare during class times, the Centers will provide arts workshops for the children. In time, we will add classes in early childhood development and skilled and compassionate parenting.

SFCHA's Executive Director, Ed Romero, has previously applied Broadband technology to create and streamline information systems for state and local governments. He has been intimately involved in laying the conceptual groundwork for the Public Computer Centers. During his tenure, HUD has consistently designated SFCHA a High Performing Agency. The overall cost of this project is $214,600.00. SFCHA commits to sustain funding after the two-year grant period expires.

D. Project Purpose

Project Purpose: Recovery Act & BTOP Objectives

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8. Project Purpose

Currently only 5% of public housing residents of Hopewell-Mann and Gallegos Lane have access to high-speed technology. According to the HUD database system, this population falls 30% below current Income Limit guidelines used by HUD. Only 26% are employed and earning wages. Adjacent housing includes the Sangre de Cristo complex, a fully subsidized HUD project for low-income residents, as well as low-income housing built using tax credits. We view high-speed Broadband as a gateway technology with the potential to substantially contribute a comprehensive approach to community uplift. By the end of the funding cycle, we project that 80% of this population will have taken advantage of the Public Computer Centers' programs, thus achieving BTOP statutory objective number 3: To provide Broadband education, awareness, training access, equipment, and support to community anchor institutions that provide job-creating strategies for vulnerable populations.

The Public Computer Centers primary mission includes, but is not limited to, offering services to Hispanics living at or below poverty income guidelines. The income of residents of two the public housing sites where the Centers will be located falls 30% below current income limit guidelines. Only 26% are employed, and most children attend schools that consistently fail to meet state standards.

Since its inception in the 1960s, the public housing movement in the United States has learned many lessons the hard way. In Santa Fe, we have learned that housing isn't enough. Economic development begins with nurturing human capital. Providing residents with the technological assets many Americans take for granted fosters the community building that is an essential precursor to economic development. Computers and Broadband access allow individuals to discover their academic, artistic and technological strengths and pace their own learning. Our users will be predominantly Spanish-speakers and thus more prone to becoming computer literate using visual technologies. Therefore, we will maximize AutoCAD's visual communications software applications as a gateway technology fostering bilingualism and employability. Demographics and global economic trends tell us that bilingual workers are the wave of the future.

The Centers will act as alternative educational support, which leads to dropout prevention. They will also focus on effective job skills training. Partnering with job assistance agencies such as Santa Fe Workforce Connections, YouthWorks and SER Jobs for Progress will

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facilitate training for job preparation and actual job placement. Other local agencies and institutions including Santa Fe Community College, Presbyterian Medical Services, the Santa Fe Extension Office of the College of Agriculture and Home Economics, the Boys and Girls Club, will also enhance synergy in creating a viable pipeline to educational opportunity as well as job training and placement. Broadband will augment remedial education classes, homework tutorial help, ESL classes, GED classes as well as on-site assistance with college scholarship and entry applications. College is still the best way to achieve higher income levels. Students who attend the Centers regularly and become high achievers will receive small stipends from partners as they become equipped to pass their newfound knowledge on to others.

Our philosophy, summarized by the slogan "each one help one" will build community and empower individuals.

9. Recovery Act and Other Governmental Collaboration.

SFCHA has leveraged a variety of funds in innovative ways for all its projects. In the case of the Public Computer Centers, SFCHA is committed to contributing $36,000 in cash as leverage to cover costs for software, Broadband hook-up and monthly fees. This contribution will also provide for information technology support at both Centers. SFCHA will pay networking costs not covered by this grant.

Construction of the Hopewell-Mann Community Center, in which one of our Public Computer Centers will be located, is slated to begin on September 1, 2009. The Center's construction funding includes private and public sources. We have leveraged funds from the State's Capital Improvement Program, $50,000; the State's Capital Outlay Fund, $235,000; the City of Santa Fe's operating budget, $165,000; the City's Community Development Block Grant fund, $55,000; and private donations totaling $30,000.

10. Enhanced Services for Health Care Delivery, Education, and Children

The proposed Public Computer Centers will be a safe haven for our impoverished communities offering children and parents opportunity in their own neighborhood. Many of the parents in our target populations are monolingual Spanish-speakers. When children enter the school system, parents are not equipped with the language skills to check or facilitate homework. Pre-teens and adolescents often live in cultural conflict with their parents. All our programming will be available in both Spanish and English. Allowing children to become early adopters while receiving homework help and tutoring using exciting, colorful, audio-visual software, can serve as a cost-effective path into the mainstream for children currently

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isolated within our midst.

The Centers will offer high intensity tutorials for children and adolescents attending local schools. The Centers' tutoring programs will link (with parental and school permission) to Pinnacle, an on-line database that will allow the Centers' tutors and parents to track student attendance and academic progress. SFCHA has a long history of working with local agencies for the betterment of the children residing in public housing. It is no secret that the most successful way to break the cycle of poverty is to educate children. Our partner community agencies will offer, nutrition education, mentoring and athletic activities. SFCHA has agreements with Presbyterian Medical Services (PMS) to provide quality daycare for infants and children up to the age of five.

The Boys and Girls Club has a local outpost in the Hopewell-Mann area. The club offers children a myriad of sports activities, computer training, as well as tutoring and peer mentoring, and a nutritional summer lunch program. Santa Fe County Extension Office of the College of Agriculture and Home Economics will offer classes in health and nutritional education to parents and children often illustrating points with web-based technology.
The Santa Fe Community College will provide long distance education training in GED, ESL, AutoCAD and New Media Literacy courses. Broadband will allow the college to bring proprietary software only available through the New Mexico Higher Education Department to our Community Computer Centers.

Just as Broadband has been a global equalizer, the Public Computer Centers have the potential to bridge divides in stressed local communities.

11. Small and Disadvantaged Business Involvement

SFCHA has contracted with Expert Computer Solutions (Asher Singer, proprietor)a local small business. The Company will be responsible for computer maintenance and upkeep as well as all new Information technology (IT) support. Expert Computer Solutions is certified in network engineering/administration by Cisco Corporation and Comp Tia with Network, certifications in Microsoft server and operating system administration as well as Comp Tia A+ certification in ECS in hardware repair. The Company will advise SFCHA during the computer procurement process.

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E. Project Benefits
E-1 – Expanding Broadband Public Computer Center Capacity
Public Computer Center Capacity, Including Areas and Populations Served

12. Public Computer Centers Availability

For maximum availability, the Centers will be open from 1:00 p.m. to 8:30 p.m. weekdays. Weekend hours will be set in consultation with community residents. No membership fees will be charged. All programming will be available in English and Spanish. Translation services will be available as part of programming. Telephone access via Skype will be available so that adopters can call families in countries of origin. Students from the Santa Fe Community College and the College of Santa Fe will work at the Centers for class credit. They will be role models for younger students.

Openness implies more than hours of availability. It is also an attitude of tolerance, empathy and generosity. Openness, for us, will also imply that the Centers provide space for community meetings and workshops tailored to meet needs as they arise. SFCHA will facilitate an ongoing feedback loops with adopters.

Experience tells us that the proposed community-based Public Computer Centers will attract different age groups at different times of day. In our experience, even the most easily distracted children, show extraordinary focus when exposed to New Media formats. Children help each other with homework and in learning programs. Neighbors begin to chat as they work at their computer stations. This is an extraordinary finding in neighborhoods suffering from high-density poverty and attendant rates of crime and harassment. When supplemented with experienced educators, arts programming, and compassionate social services, Broadband adoption in a cross-generational context, we believe, will facilitate a community-wide shift toward the psychological state of openness that is the essential precursor to all forms of learning, economic progress and social advancement.

Job Training and placement, a major concern for our residents, will be provided by our partners the Santa Fe Workforce Connection, SER Jobs for Progress, and YouthWorks. They will provide training that increases individual employment readiness and offer job placement whenever possible. Young people will be more equipped to get summer jobs, another community stabilizer.

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13. Restrictions on Public Computer Center Use

Classes will be offered according to income needs. As long as workstations are available no one will be denied Broadband access. All sites encouraging violence, racism, and/or the consumption of pornography will be prohibited. We will, therefore, monitor online activities of minors. The Centers will actively comply with the Child Internet Safety Act, which "requires educating minors about appropriate online behavior, cyber bullying awareness and response and proper ways of interacting with other individuals on social networking sites and in chat rooms."

As required by the act, we will "adopt and implement a policy addressing: (a) access by minors to inappropriate matter on the Internet; (b) the safety and security of minors when using electronic mail, chat rooms, and other forms of direct electronic communications; (c) unauthorized access, including so-called "hacking," and other unlawful activities by minors online; (d) unauthorized disclosure, use, and dissemination of personal information regarding minors; and (e) restricting minors' access to materials harmful to them."

14. Public Computer Centers Accessibility

Both Computer Centers will be constructed with full ADA accessibility.

15. PCC - Center Locations, PCC - Center Capacity, PCC - Size and Scope of Target Audience.

PCC - Center Locations & Center Capacity & Size and Scope of Target Audience.
Public Computer Center: Santa Fe Civic Housing Authority Public Computer Lab Address Line 1:   664 Alta Vista Address Line 2: City : Santa Fe State: NM Zip: 87505 Computer Center Name /Type: Santa Fe Civic Housing Authority Public Computer Lab Estimated # of Total Persons in your Service Area (or Specific Population Sub-Group): 213 Hours Open to Public: Average Hours Open to Public Per 120-hour Business Week: 15

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Proposed Hours Open to Public Per 120-hour Business Week:40
Average Hours Open to Public Per 48-hour Weekend: 3
Proposed Hours Open to Public Per 48-hour Weekend:4

Broadband Workstations:
Current # of Broadband Workstations: 7
Proposed # of Broadband Workstations: 40

Facility Broadband Connection Speed (MBps):
Current Facility Broadband Connection Speed (MBps): .64
Proposed Facility Broadband Connection Speed (MBps): 10.00

# of Persons Served:
# of Persons served per 120-hour business week (current): 25
# of Persons served per 120-hour business week (proposed target): 105
# of Persons served per 48-hour weekend (current): 2
# of Persons served per 48-hour weekend (proposed target): 30

16. PCC- SBA Population Demographics

Age Distribution
Age Distribution: 0-4
Age Distribution: 5-19
Age Distribution: 20-29
Age Distribution: 30-39
Age Distribution: 40-49
Age Distribution: 50-59
Age Distribution: 60-69
Age Distribution: 70 and above

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Ethnicity or ethnicities
Ethnicity: Hispanic
Ethnicity: Non-Hispanic White
Ethnicity: Non-Hispanic Black
Ethnicity: Non-Hispanic American Indian
Ethnicity: Non-Hispanic Asian
Ethnicity: Non-Hispanic Hawaiian or Pacific Islander
Ethnicity: Non-Hispanic Other
Ethnicity: Two or More Races

Gender
Gender: Female
Gender: Male

Median Household Income
Median Household Income: Less than $9,999
Median Household Income: $10,000 - $14,999

Educational Levels
Educational Levels: None
Educational Levels: Nursery school - Preschool

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Educational Levels: Elementary - Kindergarten - Grade 5
Educational Levels: Middle - Grade 6 to Grade 8
Educational Levels: Secondary - Grade 9 to Grade 12
Educational Levels: College

Disabilities status
Disabilities status : Blindness, Deafness or a severe vision or hearing impairment
Disabilities status : A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting or carrying
Disabilities status : A physical, mental or emotional condition lasting 6 months or more

Unemployment Rate
Unemployment Rate: 76.00

Language
Language : English - Primary
Language : English - Second Language
Language : Non-English Speakers

17. Public Computer Centers Outreach

Multi-pronged and on-going outreach will begin with door-to-door canvassing. Information packets, as well as periodically updated flyers and brochures will be provided to teachers and schools. Other agencies distributing information packets and flyers will include: Head Start, Boys and Girls Clubs, YouthWorks, SER Jobs for Progress, The Santa Fe Community of College, and The Department of Santa Fe Workforce Connections.

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We will provide local media, both television and radio, with Public Service Spots in Spanish and English. Programming will be sought on Public Access Television. A public relations campaign will seek feature coverage and editorial support from local newspapers and websites. Adopters from the Public Computer Centers will receive support in creating a bilingual website to which schools and socially conscious businesses will be encouraged to link. An entertaining website, including videos made by children's and teens attending the Community Computer Centers, will speak directly to the youth market.

Public Computer Center Capacity: Training and Educational Programs

18. Public Computer Centers Peripherals and Equipment
We propose the following peripherals and equipment: DELL OptiPlex 760 Ultra Slim Form Factor: DELL PowerEdge 840 or similar products, Rico Aficio 615C Color Copier/Printer/Scanner/Fax or similar product and Microsoft Office Professional software for each computer. Forigate 80C Firewall and Engenius ECB-9500 Wireless N Access point for each computer. Networking will allow for the set up and installation of the computer system in each Public Computer Center (means what???). Broadband hookup is at the Hopewell-Mann location is provided for in already allocated construction funds. We will to need to bring the Gallegos Lane Public Computer Center online.
System reliability and security will be achieved utilizing Internet firewalls, anti-virus software, data backups and industry standard, best-practice procedures.

Our Informational Technology Support partner who has provided IT service to SFCHA for the last five years will implement a best practices technology plan that utilizes the best equipment within budgetary restraints.

19. Public Computer Centers Workstation Software
Each workstation will offer all standard software: Microsoft windows, Microsoft Office, Microsoft Word, Microsoft Office Excel, Microsoft Power Point, Adobe Reader Professional, Microsoft Office Professional and antivirus software. AutoCAD will allow students who are more visually than verbally oriented to gain skills for high paying jobs in drafting, design and

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architecture.

In partnership with local schools, we will purchase and install child and teen friendly tutorial software that will include enhanced graphics, educational games, and mathematics programs using music. The Centers will also subscribe to educational programming recommended by the public schools.

20. Public Computer Centers Training and Education Programs
English as a Second Language (ESL)
*General Education Diploma (GED) in both English and in Spanish
*How the Internet Works
*Using the Internet for Research Purposes
*Word Processing
*Excel Spreadsheets
*Power Point Presentations
*Creating and Managing an E-Mail Account
*Using the Internet to Research School Projects and Essays
*AutoCAD
*ACT/SAT Study Courses
*Financial Literacy
*Health Literacy

E-2- Project Benefits – Sustainable BroadBand Adoption

21. Innovative Approach to Sustainable Broadband Adoption
A six-month door-to-door survey of our target populations revealed urgency for Broadband access that individual families cannot yet afford. Word-of-mouth will be our biggest ally in building an adopter-base that begins at the Public Computer Centers. We provide the space for a makeshift Computer Lab in two housing units in the Hopewell-Mann housing project set-aside specifically for this purpose. Residents, particularly students, mothers and the elderly, wait in line for access to one of our seven computers although the computers date back to the year 2000. The computers are old and slow and yet in great demand. We will have no difficulty increasing adoption rates. Instead, our challenge will be increasing capacity.

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Individuals who become New Media Literate and/or complete online-based courses will feel empowered by hope for a better future. We will encourage a way of learning known as "each one help one," that allows children as well as adults to shine. Adoption rates will increase with every graduate of the many programs we will offer.

22. Sustainable Broadband Adoption Household Subscribers.
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 funded?

23. Sustainable Broadband Adoption Institutional Subscribers.
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? **2**

24. Sustainable Broadband Adoption Users of Public Access Facilities.
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? **500**

25. Sustainable Broadband Adoption Population Demographics.
Please refer to PCC – SBA Demographics section (Section E1- Question 17)

26. Sustainable Broadband Adoption People Trained/Educated.
If you intend to provide training or education, how many people **in total** will your program(s) reach?
100

27. Sustainable Broadband Adoption - Scope of Training/Education Programs.
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? If you will offer multiple programs, provide estimates for each program. **32**

28. Sustainable Broadband Adoption Instructor Qualifications.
How many (FTE) instructors/facilitators will you employ for broadband and digital literacy training purposes, and what are their qualifications (training and experience)?

As noted in other sections of this proposal, instructors will come from a variety of sources including the Santa Fe Community College. A Project Coordinator will be hired. Among her/his responsibilities will be:
1)   Assessing the computer readiness of users to place them in the correct classes.
2)   Monitoring the progress of participants.
3)   Documenting outcomes into an accessible Internet available database.
4)   Creating a website which reflects progress and to which similar programs can refer.
5)   Establishing linkages with community social service providers.
6)   Coordinating partner activities at the Public Computer Centers.

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7)   Maintaining confidentiality of files.
8)   Facilitating community meetings so that early adopters can be trained to take the responsibility for training their neighbors.

29. Sustainable Broadband Adoption Equipment Purchased.
How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall? **40**

30. Sustainable Broadband Adoption Cost of Devices.
What is the total up-front cost of this equipment?   **30,000**

31. Sustainable Broadband Adoption Loan Program Participants.
If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?
Number of Households:
Number of Businesses:
Number of Institutions:

32. Sustainable Broadband Adoption Loan Cost to Borrower.
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?

33. Sustainable Broadband Adoption Target Population, Awareness Campaign.
If you are conducting an awareness campaign, how many people do you expect your campaign will reach?
2,400

34. Sustainable Broadband Adoption Awareness Campaign Methods
SFCHA will maximize coverage in Spanish language media and will take full advantage of Public Service Spots, in Spanish and English. Programming will be sought on Public Access Television. A public relations campaign will be aimed at a variety of local newspapers and websites.

Our public awareness campaign will step into high gear every time low-income adopters reach a new milestone. Since we intend to treat all adopters with equal respect, word-of-mouth will be our biggest ally.

Both Centers will share a bilingual website to which schools and socially conscious businesses will be encouraged to link. An entertaining website, including videos made by children and teens attending the Public Computer Centers, will speak directly to the youth market.

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35. Measuring Campaign Impact for Sustainable Broadband Adoption

Meticulous attendance records and graduation rates from individual Broadband-based classes will be kept. We will also keep track of the grades of elementary, middle and high school students who study at the Centers. We will look to help them improve their grades by showing them how to research subjects, create documents using word processing, and in general, develop better study methods. Studying in a communal setting, using technology they clearly enjoy, our early adopters will be our best advertising agents. Thus, sustainability is virtually guaranteed.

In terms of adult adopters, the data we gather will be used to place individuals in the next appropriate class level, or in the case of public school students, to strategize with parents and teachers on how to further improve student achievement. When families see the results of supplementing educational efforts with broadband capability, word-of-mouth will spread quickly.

The Santa Fe Community College and all participating partner organizations will be asked to document the results of their participation with our target populations. Spreadsheets compiling data and allowing for sorting by category will document which programs work best so that we can reinforce what works and drop what doesn't. Periodic door-to-door surveys will allow participants to express how they have been helped or what needs to change.

Job development training programs will be similarly documented. Job placement will be spearheaded by the Department of New Mexico Workforce Solutions, which will bring its aptitude tests and training programs on-site to the Public Computer Centers via Broadband. We expect Broadband adoption to increase as a result of continuity of programming.

36. Sustainable Broadband Adoption Total Cost Per New Subscriber.

What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user? **.00**

F. Project Viability

Technical Viability

37. Technology Strategy

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37 - A. Public Computer Center Technology Strategy
Our technology strategy is concordant with the Santa Fe Regional Regional Telecommunications Coalition (SFRTC)which was established in 2007 to bring together planning efforts of the City of Santa Fe, Santa Fe County, Santa Fe Indian School, and the Santa Fe Community College in organizing telecommunications bandwidth efforts in the Santa Fe Region.

A Fiber Design Study was completed in May 2009. It concluded that undertaking the construction of a multi-tenant fiber optic infrastructure is feasible. We have already declared our intention to be one of these tenants. The Coalition has provideed us with a firm letter of commitment, which is included in this proposal's supplementary material.

The proposed fiber backbone provides key facilities with ultra-high speed bandwidth based on a Gigabit Ethernet design with a minimum of 100Mb of symmetrical bandwidth per user interface, for transporting professional quality telecommunication needs as required by the key facilities and anchor tenants.

Until this system is up and running, our proposed Computer Centers will rely on Comcast High Speed Internet Access as a transitional technology.

37 - B. Sustainable Broadband Adoption Technology Strategy
    1) Hardware firewalls at both locations to secure the network from outside as well as provide accountability and regulation of outgoing Internet usage.
2) Wireless access at both Centers for high-speed flexible network connectivity with full network security.
3) Strong antivirus software will run on server and all workstations.
4) There will be a server in each location that will provide data backup in a central location. Each server will be backed up nightly.
5) Each computer and monitor will be physically secured with locks designed for locking down computer systems.
6) Microsoft Office will be loaded onto each computer system for end user usage.
7) Server and network equipment will be located in a secure location at both Centers.
8) Until the SFRTC's Core Fiber Ring becomes available throughout the Santa Fe region, the

Centers will use Comcast for internet services.
We plan to leverage the best technology we can within budgetary guidelines. Systems will be

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secure in terms of software and hardware. Systems at both Centers will be integrated. We will provide ongoing onsite support at both Public Computer Centers. Systems will be user friendly and sufficiently expansive to meet the needs of beginners as well as advanced users. Systems will be adaptable to future technological upgrades.

Organizational Capability

38. Management Team Resumes.
Please refer to upload section at the end of document.

39. Organizational Readiness

In October of 2006, SFCHA, the Santa Fe Community College and the Triangle District Project (a group of community activists) completed a Needs Assessment begun in May of 2006. The assessment involved door-to-door canvassing in the Hopewell-Mann and Gallegos Lane housing developments as well as adjacent low-to-moderate income neighborhoods. At that time, 93% of our residents, who self-identified as Hispanic, indicated their great need for computer access and training. Only 5% of low-income public housing residents are regular computer users and home access is rare. Our two Public Computer Centers will be an effective response to these needs.

A small-scale prototype for the Public Computer Centers already exists in two combined housing units set aside by SFCHA at the Hopewell-Mann location. The site, which opened in October 2008, offers Internet access on seven computers dating back to the year 2000. ESL and GED with Internet-based support systems are full to capacity. The state's first Health Literacy Survey was conducted onsite by a doctoral student from the University of New Mexico in Albuquerque. Daily Internet users include Spanish-speakers learning English, students, the disabled and supervised grade school children. Tutoring programs for children and teens are popular. Programs are constrained by lack of space and lack of state-of-the-art technology. The Lab is currently made possible by the goodwill of volunteers from local colleges, high schools and residents of the Hopewell-Mann housing project.

SFCHA has demonstrated its ability to create and execute, and manage complex projects. One of these projects was conducted in partnership with Holy Faith Church. In that instance, SFCHA purchased (with the assistance of private funds) rehabilitated and converted sixteen single family homes located in Cielo Azul, a distressed part of Casa Solana, an otherwise attractive neighborhood. The creatively financed upgrade not only provided decent housing for

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low to moderated elderly individuals, but also positively impacted the surrounding area. The project received high marks from the local press and members of local government.

The Public Computer Centers served by SFCHA's Executive Director, Ed Romero's extensive experience using Broadband technology to create and streamline information systems for state and local governments. Mr. Romero has been intimately involved in laying the conceptual groundwork for the Public Computer Centers. During his tenure, HUD has consistently designated SFCHA a High Performing Agency. He has surrounded himself with a highly competent team that skillfully leverages funds to expand the traditional definition of public housing. He recognizes that housing alone cannot alleviate poverty or create economic self-sufficiency. SFCHA actively partners with over twenty social service and private agencies to address the needs of housing clients in a holistic manner.

40. Organizational Chart.
Please refer to upload section at the end of document.

Community Involvement

41. Key Partners
Our partners are known in Santa Fe for their work in education, workforce readiness, job placement, nutrition education, health literacy surveys, dropout prevention, provision of medical care, and provision of Head Start programming.

1. Santa Fe Community College: Will provide webcasts of classes including but not limited to, remedial learning, ESL, GED, AutoCADs suite of visual communication software applications, and 3D modeling software. The college will also provide one on-site teacher and assist GED graduates in completing financial assistance and college applications.

2. Department of Santa Fe Workforce Connections: Will bring its computer-based aptitude testing and Internet job search techniques to the Public Computer Centers. They will teach how to write resumes and cover letters, assist participants in practicing for successful job interviews as well as referring members of our target populations to potential employers.

3. SER Jobs for Progress: Will bring one-on-one tutors to the Public Computer Centers in areas that assist adults in being workforce ready. This agency, a creation of the Workforce Investment Act, operates the NM Workforce Connection. They will place workforce ready individuals in a job data bank.

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4. Presbyterian Medical Services (PMS): Will disseminate information about the Public Computer Centers' programs to Head Start mothers encouraging them to use our programs for Internet skills development. PMS will offer on-line based health care literacy programs. In Santa Fe, PMS is the leading provider of Head Start services, and, therefore, very focused on preparing the children of Spanish speakers to enter the school system with English proficiency.
5. Boys and Girls Club: Will offer youth mentoring programs and computer labs for kids. The Boys and Girls Club has an on-going presence in public housing providing afterschool athletics, recreational activities, a summer lunch program, and summer field trips.
6. Santa Fe County Extension Office of the College of Agriculture and Home Economics: Will offer Internet-based health and nutrition education. The data resulting from on-going health Literacy Surveys will be computerized.
7. YouthWorks: Will offer life skill counseling for at-risk youth, job skill training, and alternative educational opportunities.

42. Partnering with Disadvantaged Businesses
SFCHA's policy gives priority to minority owned businesses in awarding contracts, whenever possible.

Ability to Start Promptly & Timeline

43. Project Timeline and Challenges
The following timeline for opening the two Public Computer Centers and initiating awareness campaigns includes a list of Tasks, Names, Dates, Durations, Start and Finish dates. The only challenge might come from extremely inclement weather which could delay construction for several months.

Hopewell–Mann Community Center Construction Schedule, as well as the Public Computer Center's schedule for installation and opening:

1 Hopewell Community Center 174 days Tue 9/1/09 Fri 4/30/10
2 Demo of existing site 6 days Tue 9/1/09 Tue 9/8/09
3 Build Pad 12 days Wed 9/9/09 Thu 9/24/09
4 Underground Plumbing 5 days Fri 9/25/09 Thu 10/1/09
5 Foundation Prep 5 days Fri 10/2/09 Thu 10/8/09
6 Foundation/pad pour 2 days Fri 10/9/09 Mon 10/12/09

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7 IFC wall Prep 15 days Tue 10/13/09 Mon 11/2/09
8 IFC wall pour 3 days Tue 11/3/09 Thu 11/5/09
9 IFC wall Finish 5 days Fri 11/6/09 Thu 11/12/09
10 Framing walls and Roof 20 days Fri 11/13/09 Thu 12/10/09
11 Sheeting Roof 6 days Fri 12/11/09 Fri 12/18/09
12 MEP'S penetrations 3 days Mon 12/21/09 Wed 12/23/09
13 Roofing 10 days Thu 12/24/09 Wed 1/6/10
14 Windows/exterior doors 2 days Thu 1/7/10 Fri 1/8/10
15 Plumbing rough 6 days Wed 12/23/09 Wed 12/30/09
16 Mechanical Rough 6 days Thu 12/31/09 Thu 1/7/10
17 Fire Sprinkler rough 5 days Fri 1/8/10 Thu 1/14/10
18 Electrical Rough 10 days Fri 1/15/10 Thu 1/28/10
19 Low Voltage Rough 5 days Fri 1/29/10 Thu 2/4/10
20 Stucco 19 days Mon 1/11/10 Thu 2/4/10
21 Insulation 2 days Fri 2/5/10 Mon 2/8/10
22 Drywall 10 days Tue 2/9/10 Mon 2/22/10
23 Paint interior walls 3 days Tue 2/23/10 Thu 2/25/10
24 Interior Doors/ millwork 6 days Fri 2/26/10 Fri 3/5/10
25 Cabinets 3 days Mon 3/8/10 Wed 3/10/10
26 Countertops 3 days Thu 3/11/10 Mon 3/15/10
27 Tile floors 5 days Tue 3/16/10 Mon 3/22/10
28 MEP'S Trim 10 days Tue 3/23/10 Mon 4/5/10
29 Seal floors 2 days Tue 4/6/10 Wed 4/7/10
30 Carpet 5 days Thu 4/8/10 Wed 4/14/10
31 Punch work 7 days Thu 4/15/10 Fri 4/23/10
32 Owner walk 3 days Mon 4/26/10 Wed 4/28/10
33 WII FII Ready 20 days wed 4/14/10
34 Site Work 120 days Tue 9/1/09 Mon 2/15/10
35 Install utilities 30 days Mon 9/7/09 Fri 10/16/09
36 Curb and gutter 15 days Mon 10/19/09 Fri 11/6/09
37 Prep Parking Lot 10 days Mon 11/9/09 Fri 11/20/09
38 Paving 10 days Mon 11/23/09 Fri 12/4/09 37
39 Light pole 3 days Mon 12/7/09 Wed 12/9/09 38

Hopewell-Mann Public Computer Center

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2/1/10 – Order Equipment
2/15-17/10 - Configure Computers i.e.: install software etc., Server and Firewall   (14 hours)
2/18-19/10 - Connect Network via Comcast (1.5 hours)
2/22-26/10 - Install Computers, Server and Firewall (13 hours)
 1/1/10 – 1/30/10 recruit and hire Project Coordinator.
2/2/10 -2/28/10 Project Coordinator brings partners together to schedule programming and conduct orientation.
3/1/10 – 3/30/10 Outreach and awareness campaigns begin. Volunteer recruitment begins.
4/1/10 – 4/30/10 Purchase and set up computers. Intensify outreach and awareness campaigns. Maximize media. Prepare for grand opening. Design class schedule for operation of Public Computer. Continue outreach.
5/1/10 Begin operating Public Computer Center.
12/1/10 Hook up to SFRTC Broadband and discontinue Comcast.

Schedule for Gallegos Lane Public Computer Center:
10/5/09 – Order Equipment
10/5- 11/30/09 – Building Remodel
10/19-21/09 – Configure Computers, install software, server, firewall and wireless (14 hours)
11/2-3/09 – Connect Network i.e.: Comcast (1.5 hours)
11/9-11/09 – Install Computers, Server, Firewall and Wireless (13 hours)
12/1/10 Begin operating Public Computer Center.

44. Non-Infrastructure Projects - Licenses and Regulatory Approvals
Licenses and Regulatory Approvals   None needed.

45. Legal Opinion.
Please refer to upload section at the end of document.

G. Project Budget & Sustainability
Project Profile: Budget and Budget Narrative

46. Budget Narrative
The budget we are submitting consists Low-Cost Broadband to Santa Fe with local service and local maintenance, ($5,973,850), will be born by the SFRTC, Santa Fe Regional Telecommunication Coalition. as a result of our membership in the Coalition, our annual

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connection and service fees as reflected in the budget, ($10,000), are extremely reasonable.

47. Non-Infrastructure Projects - Budget Reasonableness

Our budget proposes two Public Computer Centers with an investment of only $214,600. Our research shows that this is the lowest possible cost structure under which we can accomplish our goals. In addition, creative leveraging makes it possible for us to ask the NTIA to contribute only $177,600 to our project.
Costs quotes are competitive for our region.

48. Demonstration of Financial Need

The following deficit budget speaks for itself. Without this grant, this much needed project would not be feasible.

<div align="center">Jul '09 - Jun 10</div>

Ordinary Income/Expense
   Income
      3000-Operating Receipts

3110-Dwelling Rental	960,000.00
3190-Nondwelling Rental	18,000.00
3610-Interest on GF Investments	23,000.00
3690-Other Income	125,000.00
Total 3000-Operating Receipts	1,126,000.00
8020-CY SUBSIDY	953,000.00
Total Income	2,079,000.00
Gross Profit	2,079,000.00

Expense

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4100-Operating
4110-Administrative Salaries 126,000.00
4130-Legal Expense   28,000.00
4150-Travel   6,000.00
4156-Alta Vista Senior Services   0.00
4160-Publications   0.00
4170-Accounting   0.00
4171-Audit   28,000.00
4180-Telephone   15,000.00
4190-Sundry   77,000.00
Total 4100-Operating   280,000.00

4200-Tenant Services
4210-Salaries   86,100.00
4211-FSS Section 8   0.00
4212-FSS Public Housing   60,000.00
4214-Ross Elderly   33,000.00
4240-Resident Participation 10,000.00
4250 - Design Week   0.00
4252- Triangle project   0.00

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