



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

Submitted Date: 8/18/2009 12:18:28 PM	Easygrants ID: 56
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: One Economy Corporation
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Rey Ramsey

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A. General Application Information

1. Applicant Information

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

i. Legal Name:	One Economy Corporation
ii. Employer/Taxpayer Identification Number (EIN/TIN):	525550052
Street 1:	1220 19th Street, NW
Street 2:	Suite 610
City:	Washington
County:	DC
State:	DC
Country	United States
Zip/Postal Code:	20036

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

Prefix:	Mr.
First Name:	Rey
Middle Name:	
Last Name:	Ramsey
Suffix:	
Telephone Number:	202-393-0051
Fax Number:	
Email:	rramsey@one-economy.com
Title:	Chief Executive Officer

1-C. Other Required Identification Numbers



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i. Organizational DUNS:	829024541
ii. CCR # (CAGE):	3YKY8
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

Non-Profit Corporation

1-E. Applicant Federal Debt Delinquency Explanation

Is the Applicant Delinquent On Any Federal Debt?
No

Federal debt delinquency Explanation:

1-F. Congressional Districts of:

Applicant: District of Columbia - At-Large

Program/Project
Alabama - 6
Alabama - 7
California - 8
California - 9
California - 12
California - 14
California - 21



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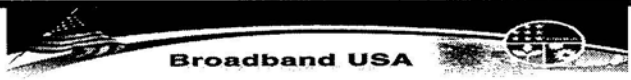
California - 49
California - 50
California - 51
California - 52
California - 53
California - 15
California - 16
California - 25
California - 27
California - 28
California - 30
California - 31
California - 32
California - 33
California - 34
California - 35
California - 36
California - 37
California - 39
California - 7



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Colorado - 1
Connecticut - 1
District of Columbia - At-Large
Florida - 2
Florida - 9
Florida - 10
Florida - 11
Florida - 16
Florida - 17
Florida - 19
Florida - 20
Florida - 21
Florida - 22
Florida - 23
Florida - 25
Georgia - 4
Georgia - 5
Georgia - 13
Illinois - 1
Illinois - 2
Illinois - 3



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Illinois - 4
Illinois - 5
Illinois - 6
Illinois - 7
Illinois - 8
Illinois - 9
Illinois - 14
Illinois - 17
Illinois - 18
Illinois - 19
Illinois - 12
Indiana - 5
Indiana - 7
Indiana - 9
Indiana - 1
Indiana - 2
Indiana - 3
Indiana - 4
Indiana - 8
Kansas - 2



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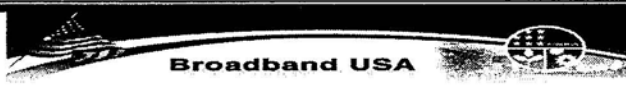
Kansas - 3
Kentucky - 2
Kentucky - 3
Kentucky - 1
Kentucky - 5
Kentucky - 6
Louisiana - 4
Louisiana - 1
Louisiana - 2
Louisiana - 3
Louisiana - 6
Maryland - 1
Maryland - 2
Maryland - 7
Maryland - 3
Maryland - 6
Massachusetts - 1
Massachusetts - 2
Massachusetts - 4
Massachusetts - 7
Massachusetts - 8



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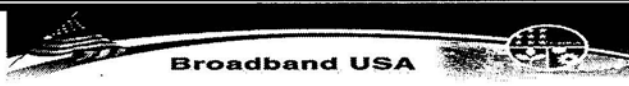
Massachusetts - 9
Massachusetts - 10
Michigan - 13
Michigan - 14
Michigan - 15
Minnesota - 2
Minnesota - 3
Minnesota - 4
Minnesota - 5
Mississippi - 2
Mississippi - 4
New Jersey - 9
New Jersey - 10
New Jersey - 13
New Mexico - 1
New Mexico - 2
New Mexico - 3
New York - 16
New York - 17
New York - 5



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New York - 6
New York - 7
New York - 8
New York - 9
New York - 10
New York - 11
New York - 12
New York - 13
New York - 14
New York - 15
New York - 25
New York - 26
New York - 27
New York - 28
New York - 29
North Carolina - 1
North Carolina - 2
North Carolina - 3
North Carolina - 4
North Carolina - 8
North Carolina - 9



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North Carolina - 12
North Carolina - 13
Ohio - 10
Ohio - 11
Ohio - 13
Ohio - 9
Ohio - 16
Ohio - 17
Oklahoma - 2
Oklahoma - 1
Oklahoma - 3
Oklahoma - 4
Oklahoma - 5
Oregon - 1
Oregon - 2
Oregon - 3
Oregon - 5
Pennsylvania - 1
Pennsylvania - 2
Pennsylvania - 8



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Pennsylvania - 13
Pennsylvania - 14
South Carolina - 1
South Carolina - 6
South Carolina - 5
South Carolina - 2
South Dakota - 1
Tennessee - 3
Tennessee - 9
Tennessee - 5
Tennessee - 7
Tennessee - 2
Texas - 8
Texas - 9
Texas - 10
Texas - 11
Texas - 13
Texas - 14
Texas - 18
Texas - 22
Texas - 25



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Texas - 29
Texas - 21
Texas - 30
Texas - 31
Texas - 2
Texas - 7
Texas - 1
Texas - 20
Virginia - 2
Virginia - 3
Virginia - 4
Virginia - 7
Virginia - 9
Washington - 1
Washington - 8
Wisconsin - 4
West Virginia - 2

2. Project Title and Project Description

2-A. Project Title : 21st Century Information and Support Ecosystem: Make It Easy Where You Are



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2-B. Project Description: One Economy, the Broadband Opportunity Coalition and a diverse team of partners propose to increase adoption rates among the unserved and underserved through a comprehensive and integrated program that includes digital literacy, online content, affordable connectivity and public education that will overcome barriers to adoption and will maximize the opportunities inherent in the technology itself.

3. Project Type

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

Project Type: Sustainable Broadband Adoption

Project ID: 2

4. Application ID for Multiple Submissions for Identified Service Areas

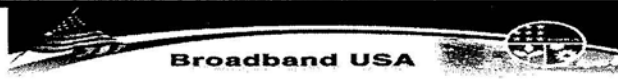
We are also the primary applicant for a Public Computer Centers grant.

5. Estimated Funding (\$):

Estimated Funding (\$):	
Federal	45,527,735
Applicant	34,514,625
State	
Local	
Other	2,452,500
Program Income	
Total	82,494,860

B. Eligibility Factors

6. Eligibility Factors.



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

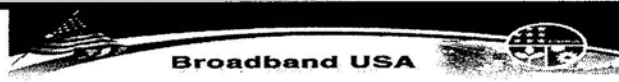
6-d. Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirements.
Yes

Matching Fund Waiver Request Explanation

C. Executive Summary

7. Executive Summary of Overall Proposal:

One Economy and the Broadband Opportunity Coalition (BBOC)(made up of the National Urban League, NAACP, National Council of La Raza, Asian American Justice Center, and League of United Latin American Citizens)have created an unprecedented national partnership committed to broadband adoption. We aim to create a sustainable information and support ecosystem that will overcome barriers to broadband adoption and leverage technology to produce enhanced socioeconomic outcomes.



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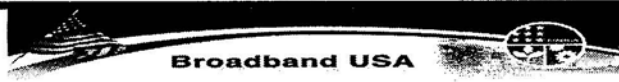
A) Problem/Need: The United States faces a twin problem. First, the paradox of the Digital Age is that while technology has the capacity to bring people together and connect people to information, it simultaneously presents the threat of deepening the divide between society's information "haves" and "have nots", often referred to as the digital divide. Second, as a nation we have failed to realize the potential of technology to deliver socioeconomic progress.

B) Our Approach: "Make It Easy Where You Are"- One Economy and the BBOC will leverage their assets to expand broadband adoption. One Economy's digital adoption approach meets these twin problems head on. Throughout our nine year history One Economy has recognized the need to simultaneously focus on removing barriers while also innovating to maximize socio-economic progress from our work. Our approach understands that in the Digital Age individuals, regardless of income, demand information on a 24/7 basis in ways that meet them where they are in terms of time, place, literacy and language. Our goal is to produce what we call the "social dividend" or value for individuals by way of improved socioeconomic outcomes, such as educational advancement, improved health and employment. Our adoption approach is multi-faceted – it provides an individual with content, training, and affordable connections. And it has a proven track record of success- at least 50% of our audience has sustained their broadband adoption after 5 years. We present the following integrated approach to broadband adoption that we would be able to deploy on a much wider scale under BTOP:

1) Digital Connectors & Human Capital. For the past seven years, One Economy has trained youth aged 14-21 to provide digital literacy resources by functioning as technology trainers and ambassadors in underserved communities. To date 2,800 youth have provided 56,000 hours of training. With this grant, we will franchise this model to deploy 5,620 youth in 350 programs to train 800,000 people.

2) Relevant Content. Under our motto, "Make It Easy," we will produce innovative online programming to meet people where they are with content that is easily accessible, written at low-literacy levels, culturally relevant, and multilingual. During the past nine years, we have created a network of public-purpose media focused on vital issues like health, jobs, finance, education, and civic engagement. The Public Internet Channel (www.PIC.tv) and the Beehive (www.theBeehive.org) engage, inform and facilitate individual action, and together, they have been visited by more than 18 million individuals, many first time Internet users. BTOP funding will enable us to localize content based on zip code through a national resource locator and produce public-purpose applications for mobile devices and computers. We will also produce content in additional languages such as Mandarin.

3) Public Education/Awareness. Through an integrated national public education and awareness initiative, we will leverage our large in-kind donations and media with on the



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ground activities with BBOC to reach about 40 million households. All efforts will align core messaging and focus on connecting people to adoption support programs.

4) Access @ Home. The home is the essential place to deliver 24/7 access to broadband. For the past eight years, One Economy efficiently deployed affordable broadband solutions into thousands of affordable housing developments. This grant will enable us to leverage our investments and experience to wire 37,000 units of low-income housing for affordable broadband. We have aggregated the housing owners in advance and have a more extensive pipeline.

5) Computer Centers. We have created a sustainable “Opportunity Network” of centers to function collectively to share best practices, incorporate adoption programs and participate in bulk purchasing. The centers will be a vital part of our information and support ecosystem.

C) Areas to Be Served: Our efforts focus on 350 communities in AL, CA, CO, CT, DC, FL, GA, IL, KY, LA, MA, MD, MI, MS, MO, NC, NJ, NM, NY, OK, OR, PA, RI, SC, SD, TN, TX, VA, WA, WI, WV where we have defined public housing, Digital Connector, and BBOC partners to help us target over 8 million low-income households (below \$35,000) in predominantly African-American and Latino communities for broadband subscribership. Our reach extends nationally though targeted awareness and education efforts. We project 637,500 households and 1,651,000 individuals (2.59 per household) will be connected to broadband from our activities. 800,000 individuals will also receive training.

D) Qualifications: One Economy is the largest digital adoption organization in the United States. Our nine years of work serves as a proof of concept for effective and sustainable digital adoption. We have established partnerships and raised approximately 59 million in private dollars. Our digital literacy, public-purpose media, and housing based broadband deployment initiatives are now being utilized in nearly all fifty states. The BBOC member organizations are uniquely qualified to lead our expansion and on-the-ground implementation into underserved areas and communities of color.

E) We estimate that through our program we will save or create 6,106 jobs. The total cost of the project is \$82.5 million (\$45.5 million of which is being requested through this proposal).

D. Project Purpose

Project Purpose: Recovery Act & BTOP Objectives



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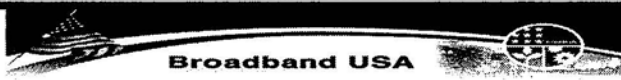
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8. Project Purpose

The problem and solution of broadband adoption are rooted in Digital Age dynamics. A core problem facing the country is that technology is potentially a disruptive force that, without special efforts by the government, non-profit and private sectors, can exacerbate the divide between the information “haves” and the information “have nots”, with the latter being primarily the poor and people of color. Additionally, the Digital Age has created another problem resulting from rapidly changing consumer expectations. No longer content with unavailable or limited access to information, consumers now expect comfort, convenience, relevancy and ubiquity in terms of information and the means of access. The solution to these problems must first satisfy the expectations of the individual consumer because digital adoption is itself an exercise of individual choice. Adoption happens only when an individual takes action in order to obtain value. The solution must remove barriers to broadband adoption and produce value that will lead to sustained adoption. One Economy and the BBOC propose innovative solutions to the following problems:

(1) Digital Literacy Deficit. Too many individuals do not understand how to utilize broadband technology. According to a 2009 Pew Report, 13% of non-broadband users stated usability as a barrier. Our Digital Connectors program overcomes digital literacy barriers by leveraging the talent and reach of youth to serve as both early adopters of technology and as teachers in the home and in the community. By structuring the youth experience to include service, education, and career pathways, the youth will improve adoption rates while also gaining valuable work experience. This program is nationally scalable.

(2) Lack of Relevant Content. The Pew Report also states that 50% of non-broadband users cite relevance as a significant barrier to adoption. This includes lack of culturally relevant content, language barriers, lack of applicability to a low-income audience, and, increasingly, lack of mobile applications in areas such as health, education, jobs, and financial empowerment. Relevant content is essential to a comprehensive approach to broadband adoption. Such content must provide sufficient enough value to create consumer demand. Our consumer-centric content is designed to engage, inform and facilitate action. It focuses on life-sustaining and life-enhancing topics such as health care access, education support, job market access, skills development, entrepreneurship and civic engagement. Our websites (PIC.tv and The Beehive) have attracted considerable corporate and philanthropic resources to support our growing consumer demand. We have also leveraged production talent from Hollywood through our V Studio headed by Robert Townsend, a well respected producer, director, and actor. A public investment will advance our Social Innovations Lab which will produce “Public-Purpose Applications” that support the increasing demands of low-income individuals for mobile and



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online applications to serve their needs. We will also create an open source marketplace to support the development of applications and leverage One Economy’s extensive online content production experience.

(3) Education/Awareness Deficit. Too many individuals and community based organizations are unaware of the resources and value proposition that broadband adoption affords. By aligning BBOC’s on the ground capacity with a national media campaign, we will create a message and feedback program that fosters broadband adoption. This unprecedented organizational alignment will ensure that more people adopt broadband.

(4) Lack of Affordable Connectivity and Hardware. Income and affordability of access are factors in home based adoption rates. For those earning less than \$20,000, the adoption rate is only 35%. In comparison, the rate of adoption for those earning between \$50,000 and \$75,000 jumps to 80%. One Economy will leverage and expand its existing work to provide affordable connectivity solutions into low-income housing developments. The home is the essential venue for 24/7 broadband access and provides a proven means to sustain adoption.

BTOP Statutory Purposes Advanced:

(1) Providing broadband access to consumers in underserved areas: One Economy’s work addresses both the supply and demand side of broadband deployment. With BTOP support, we will expand our work building affordable access/adoption programs in affordable housing buildings.

(2) Providing broadband education, awareness, training, access, equipment, and support: One Economy will provide education to community anchor institutions and job creating facilities through our relevant online content described above and our BBOC education and awareness campaign. The content available through our public-purpose media content and applications will enable organizations that serve vulnerable populations to improve socioeconomic outcomes in key areas. Our content is tailored towards vulnerable populations--it is written at a low-literacy level and is multilingual. Digital Connectors further ensure vulnerable populations are provided education and awareness both through the youth program itself and the communities the youth serve.

(3) Stimulate demand for broadband. One Economy has vast experience creating programs to increase levels of demand for broadband among the unserved and underserved. Our programs discussed above will provide a solution to the barriers of lack of digital literacy, education, relevant content and affordable connectivity. This holistic initiative forms a viable, scalable, purpose-driven ecosystem that will continue to stimulate demand for broadband long after the end of the BTOP program.

(4) Expanding Public Computer Centers in Underserved Areas. Our effort will create an



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opportunity network of centers comprised of BBOC members and other organizations that share best practices, share resources and promote adoption.

9. Recovery Act and Other Governmental Collaboration.

One Economy plans to leverage several federal or state developmental programs and funds to increase the efficiency of the project. First, we have long made use of and intend to continue to leverage youth employment funds from city and local governments, which allow us to provide stipends to our Digital Connectors youth participants. For example, several of our program cities are exploring partnerships with the local city government, which provides subsidized employment opportunities to students. Currently, we have a partnership with Mayor’s Youth Employment Education Program (MYEEP) in San Francisco [redacted] and After School Matters from the City of Chicago [redacted], which provides stipends to our Digital Connectors, allowing us to focus other funds on covering instruction and coordination-related costs. One Economy will also leverage two grants from the Corporation for National and Community Service, which fund our AmeriCorps VISTA program. One is for [redacted] and funds our VISTA training and salary support for One Economy staff to manage the program. The second is an in-kind grant, valued at [redacted] which provides One Economy with 43 AmeriCorps VISTA members for the 2008-2009 fiscal year. Through the leveraging of VISTA funds and resources for this project, we will be able to increase our capacity in cities across the nation. We will also leverage the HOPE VI grant program out of HUD. Much of our work will leverage HOPE VI grants as we focus on building broadband networks and connections in neighborhoods that need it most. For example, One Economy is currently working in several HOPE VI sites, including in East Oakland, San Francisco, and Washington DC. By using these HOPE VI sites as a launching point for our work, One Economy is leveraging federal investments (totaling [redacted] to work with community and local stakeholders to provide consultation for the creation and adoption of wireless networks; public-purpose media content; and technology learning for youths. If we are awarded funds from BTOP, we intend to continue to leverage the HOPE VI program in more cities across the country. We have also leveraged federal low-income tax housing credits to incentivize and/or mandate the building of Internet networks in affordable housing to provide an affordable and sustainable Internet solution for low-income people. This will significantly help us when facilitating the access work we describe in this proposal. Additionally, we will leverage our efforts in broadband mapping under the Recovery Act. We are leading the planning phase for a consortium of organizations that has already secured the approval of five states and territories. Lastly, One Economy has also been named as the adoption partner in Recovery applications for



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Broadband Outreach, UTV, Digital Bridge, Leap Wireless, Wild Blue, and the state of Indiana.

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

One Economy will enhance broadband service for health care delivery in a number of ways. A study by the Institute of Medicine indicates that low literacy puts the health of approximately 90 million individuals at risk. This reality has lasting implications in terms of poor health outcomes. In response to this situation, we utilize online and mobile media to create tools to enhance health literacy and overall outcomes and provide information in both English and Spanish. This grant will enable us to enhance our applications of health content and resources onto existing platforms. We will be able to add more self management tools for chronic diseases such as high blood pressure, heart disease, and renal disease. We will also expand our recent Washington D.C.-based cell phone initiative that enables low-income patients to manage their prescription drug regimes through mobile phones. We will also work with the BBOC and other partners to ensure widespread distribution in underserved communities. A grant award will also enable One Economy to expand and localize our healthcare access site (www.healthcareforyou.org). Presently localized in Chicago, Washington, D.C., and Atlanta, "Health Care for You" makes it easy for low-income people to navigate existing health delivery systems including private insurance, public health vans, federal and state health programs and free clinics. Furthermore, a special tool enables users to determine if their child qualifies for free health coverage through the Children's Health Insurance Program. These tools demystify the health care user delivery system by expanding the capacity of limited literacy individuals to access care systems and manage their own health conditions. By leveraging the efficiency of technology with existing on-the-ground networks we can add value to the delivery system.

Internet use improves a child's academic achievement. Children who used the Internet more had higher GPAs after 1 year and higher scores on standardized tests of reading achievement after 6 months than did children who used it less. One Economy's proposed project will enhance broadband service for education and children by providing education content and bringing affordable Internet into the homes of the underserved. We will leverage and enhance our content to support the education needs of students while providing parents and caregivers with additional resources. ZipRoad (ZipRoad.org) is an online education enhancement tool for parents, caregivers, and children to improve educational outcomes and plan for post-secondary education. At the heart of ZipRoad is localized information about educational resources, based on the simple entry of a zip code. Users can find local resources on schools, homework help,



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after school and summer programs, and college. Individuals can find these resources on the Public Internet Channel, search engines, in computer centers or other public spaces and anchor institutions.

11. Small and Disadvantaged Business Involvement

Our application involves participation by sub-awardee SDBs that will work closely with large networks of SDBs operating on the ground in communities. These include: MHR International, Inc. will help coordinate One Economy and SDB efforts for One Economy's proposed broadband programs. It is a leader in program management and has managed over \$1 billion of infrastructure and facilities projects in Atlanta—all while specializing in SDB, Minority Business Enterprise (MBE), and Women Business Enterprise (WBE) inclusion. The National Black Chamber of Commerce (NBCC) is dedicated to empowering black communities via entrepreneurship and capitalistic activity and represents 100,000 MBEs. The NBCC will be an intermediary between its SDB partners and One Economy, providing broadband hardware and implementing broadband awareness campaigns. The Minority Media and Telecommunications Council (MMTC) represents minority businesses in the media and telecommunications industries. MMTC has organized groups of SDBs, MBEs and WBEs to work with One Economy on this BTOP proposal, including providing hardware, developing on and off-line content for adoption and digital literacy training and conducting outreach campaigns. The National Association of Black Owned Broadcasters (NABOB) represents approximately 228 black-owned radio and television stations. NABOB will be an intermediary between One Economy and its SDB members in distributing broadband awareness targeted to underserved populations.

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

13. Restrictions on Public Computer Center Use



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Public Computer Centers Program – Sustainable Adoption Program**

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14. Public Computer Centers 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.

16. PCC- SBA Population Demographics

Age Distribution
Age Distribution: 5-19
Age Distribution: 20-29
Age Distribution: 30-39
Age Distribution: 40-49
Age Distribution: 50-59
Age Distribution: 60-69

Ethnicity or ethnicities
Ethnicity: Hispanic
Ethnicity: Non-Hispanic White



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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
Median Household Income: \$15,000 - \$24,999
Median Household Income: \$25,000 - \$34,999
Median Household Income: \$35,000 - \$49,999

Educational Levels
Educational Levels: None
Educational Levels: Nursery school - Preschool
Educational Levels: Elementary - Kindergarten - Grade 5



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

Disabilities status
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: 15.00

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

17. Public Computer Centers Outreach

Public Computer Center Capacity: Training and Educational Programs

18. Public Computer Centers Peripherals and Equipment



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19. Public Computer Centers Workstation Software

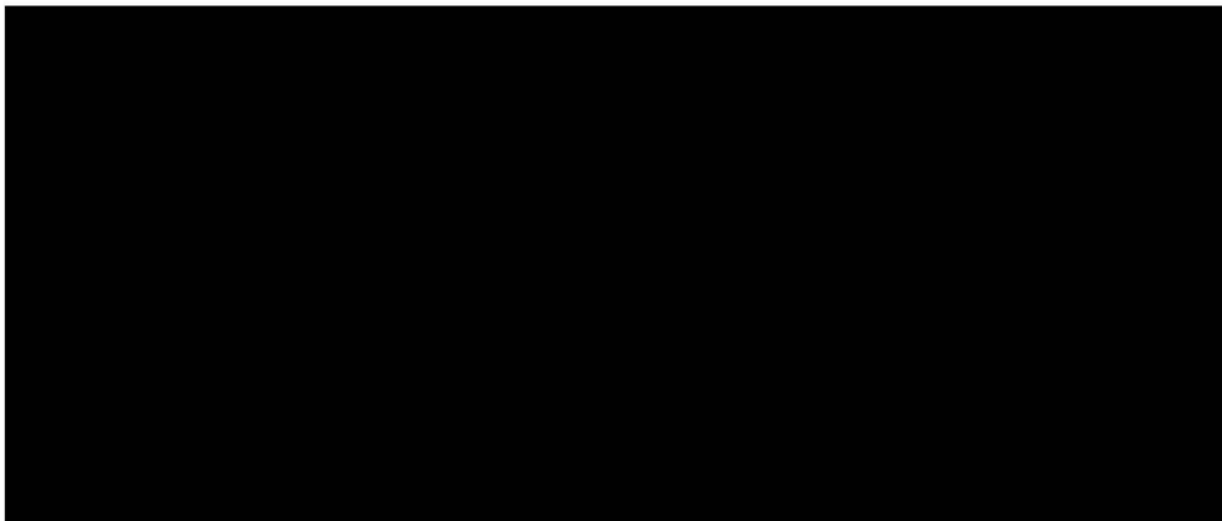
20. Public Computer Centers Training and Education Programs

E-2- Project Benefits – Sustainable BroadBand Adoption

21. Innovative Approach to Sustainable Broadband Adoption

The Digital Age has changed the dynamics of our lives and it has created a new context for the work of business, government and nonprofits. We now live in an information-rich society where regardless of whether you refer to a person as a citizen, a client, or a consumer, that individual now expects or demands accessible information in comfortable, convenient, and ubiquitous ways. The barriers of time, space and place no longer shield expectations.

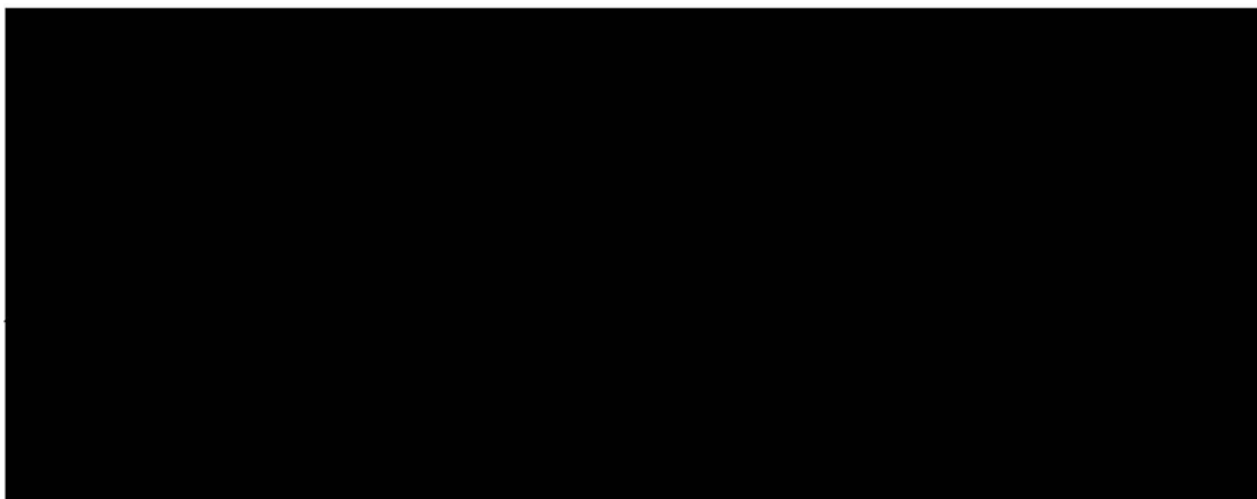
One Economy operates in this context and executes innovative programs that will create a sustainable increase in broadband demand in the following ways:





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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? **637,500**

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?

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? **9,000**

25. Sustainable Broadband Adoption Population Demographics.

Please refer to PCC – SBA Demographics section (Section E1- Question 17)

26. Sustainable Broadband Adoption People Trained/Educated.

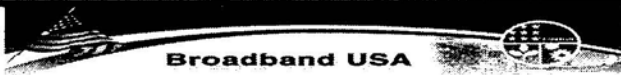
If you intend to provide training or education, how many people **in total** will your program(s) reach? **800,000**

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. **2**

28. Sustainable Broadband Adoption Instructor Qualifications.

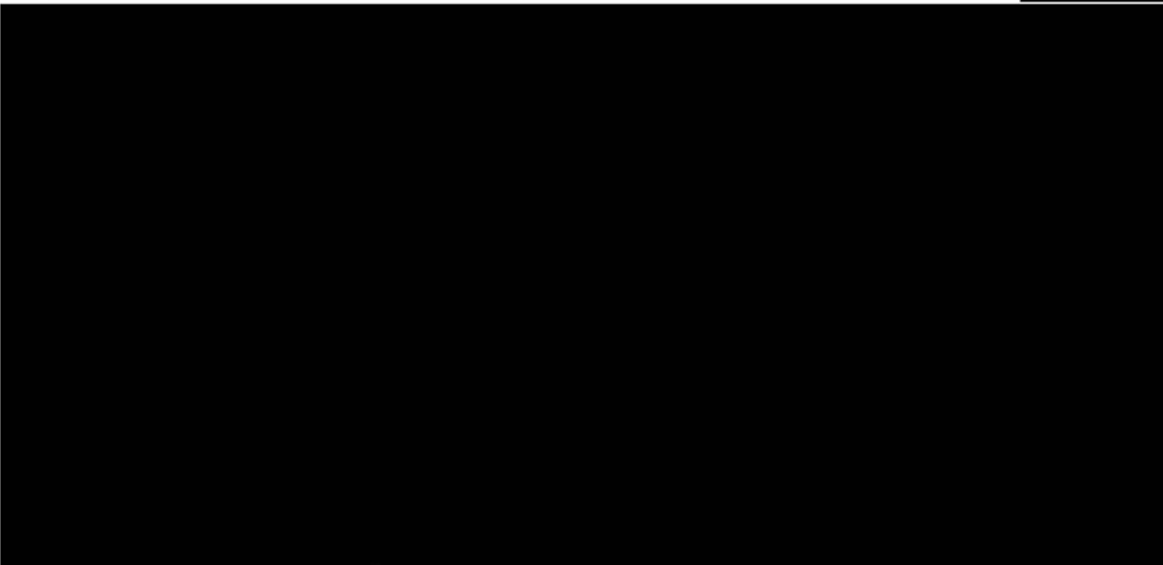
How many (FTE) instructors/facilitators will you employ for broadband and digital literacy training purposes, and what are their qualifications (training and experience)?



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One Economy will employ 350 instructors for our digital adoption programs. Our Digital Connectors instructors' professional backgrounds encompass the following attributes: high degree of technology skills; youth development experience; and entrepreneurship. [REDACTED]



Digital Connectors community instructors come from the diverse, underserved communities where they teach. This makes it easier to recruit and relate to students in the program. Instructors may already be employees of community-based organizations that partner with One Economy to deliver the program, or they may be hired by partnering organizations. [REDACTED]



The instructors recruit youth participants, create a safe space for the program, collect required documents, prepare program materials and daily agendas, teach the curriculum, manage community service projects, secure and maintain program equipment, document the program, manage student files, administer the pre- and post-survey, and report program results to One Economy. Instructors also help plan and conduct community celebrations and youth presentations at intervals throughout the program. Through the Digital Connectors program, instructors become mentors to their students and leaders in their communities.



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29. Sustainable Broadband Adoption Equipment Purchased.

How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall? 18,333

30. Sustainable Broadband Adoption Cost of Devices.

What is the total up-front cost of this equipment? 4,051,600

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: 40,000

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? 40,000,000

34. Sustainable Broadband Adoption Awareness Campaign Methods

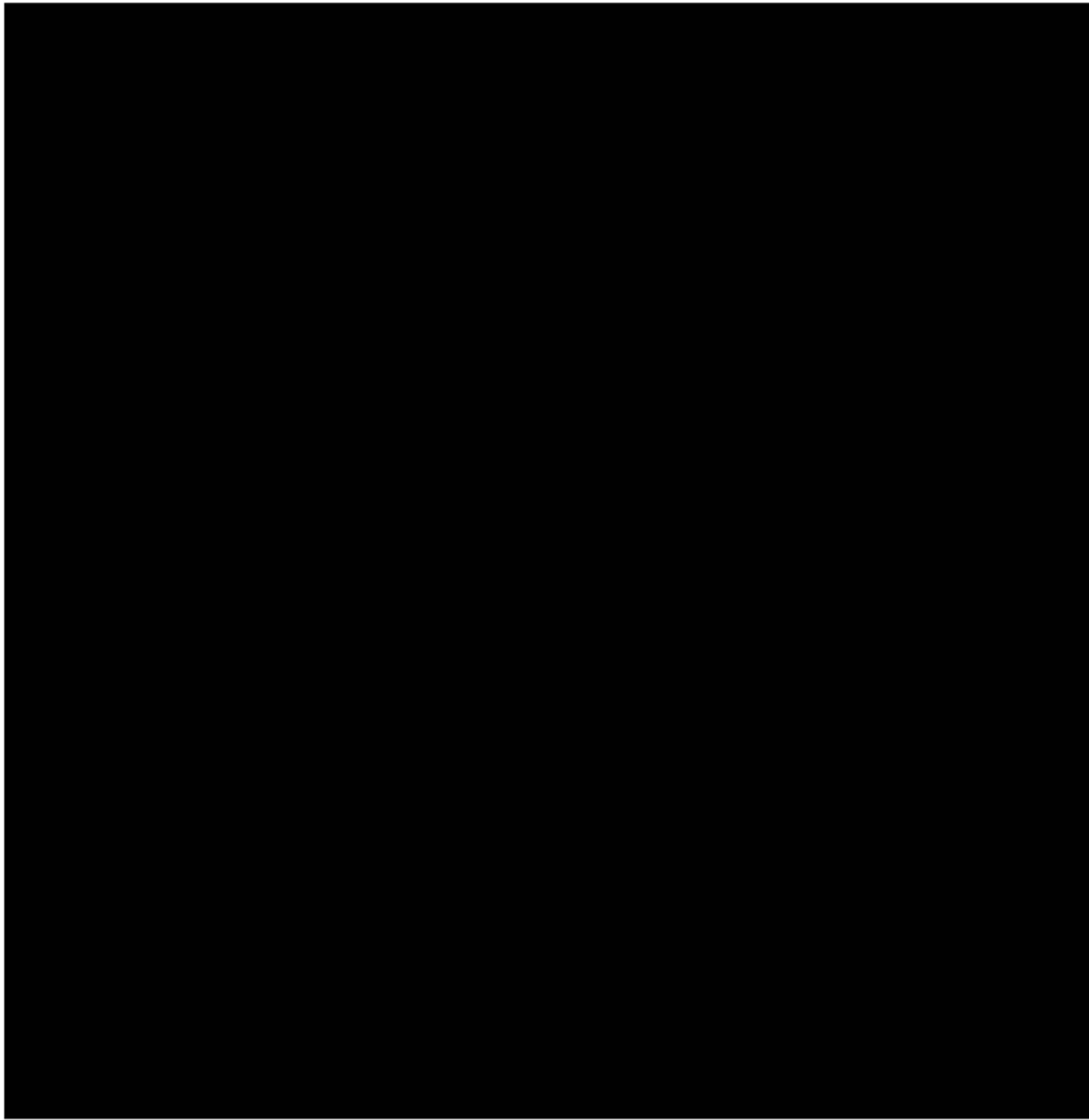
One Economy and the BBOC will launch an integrated national public education and on-the-ground awareness initiative with the goal of increasing the use of or subscribership to broadband services. Our collective objectives are to: 1) increase traffic to relevant public purpose media; 2) build greater awareness of the benefits of broadband; and 3) intentionally connect our target audience to broadband adoption services. A useful example of a public education and support campaign occurred this past year when One Economy teamed up with the United Way and a coalition of community partners for a 51-city, 16-state education initiative that used technology, media, and on-the-ground activities to help approximately 667,000 individuals file taxes for a collective \$820 million in refunds. Thousands of these individuals used One Economy's Beehive to receive their Earned Income Tax Credit (EITC).





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

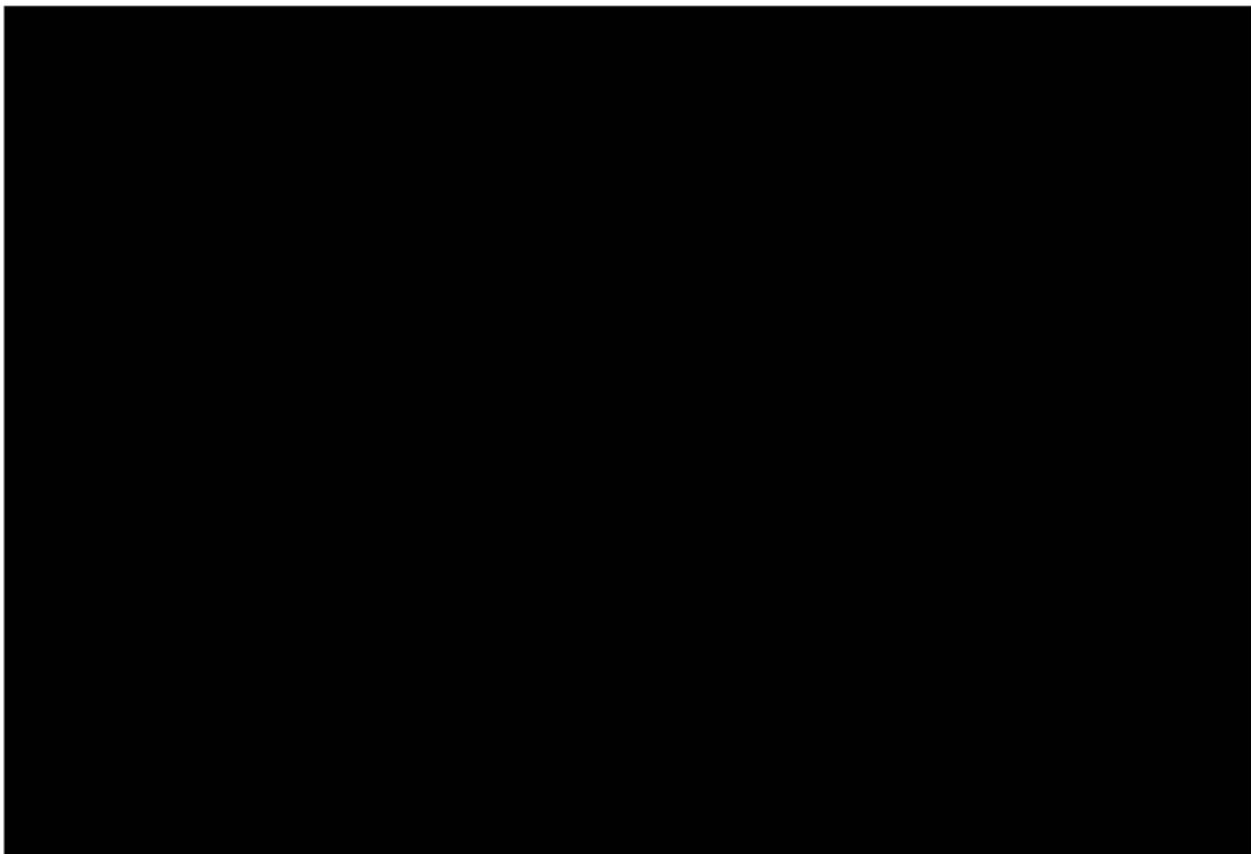
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35. Measuring Campaign Impact for Sustainable Broadband Adoption

Strategy and Rationale. Our education and awareness campaign utilizes on-the-ground and media activities to increase broadband usage and subscribership among our target population. To attain this goal, we will drive traffic to our public-purpose websites, increase awareness of broadband benefits, and increase usage of adoption services such as training. An indicator of our campaign’s sustainability is the significant match we have garnered from public and private partners who have committed to our end-goal. All of these benefits, quantified below, are tailored to the end-goal of increasing broadband subscribership among our target population of low-income, minority, and underserved individuals.

Specific Metrics and Methodology.



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(1) Increased Broadband Subscribers among our Target Population. [REDACTED]

[REDACTED]

2) Increased Traffic to Public Internet Channel (PIC) Websites. [REDACTED]

[REDACTED]

3) Heightened Awareness of Broadband Benefits.

[REDACTED]

4) Increased Usage of Other Adoption Activities.

[REDACTED]

5) Match Contribution.

[REDACTED]

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? **28.00**



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F. Project Viability

Technical Viability

37. Technology Strategy

37 - A. Public Computer Center Technology Strategy

37 - B. Sustainable Broadband Adoption Technology Strategy

One Economy's strategy to increase broadband adoption rates consists of integrated measures designed to educate and build capacity in individuals so that they see the value of technology and that they make the informed choice to become adopters. Our approach is to meet people where they are in terms of time, place, literacy, language and interest with a seamless four pronged approach. Our strategy and approach is as follows:

(1) Affordable Access

[REDACTED] BTOP funding will accelerate this work by providing additional subsidy for connectivity and infrastructure installation. For this proposal, we have aggregated housing units totaling 37,000 with a growing pipeline of more than 50,000 units. One Economy's experienced Access Services unit has incorporated this pipeline into its day to day business. This unit is a self-sustaining, fee-based operation that can be replicated across the country.

(2) Digital Connectors

Operational Plan: We select a community organization with proven capacity in youth activities to run the program. Every program instructor receives two days of training before beginning the program. The youth program participant completes 120 hours of training/curriculum in our core



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curriculum activities such as leadership, workforce development and digital literacy. The youth also complete 50 plus hours of community service assisting their community with adoption activities like training and technical assistance. Training typically takes place four to six hours a week after school and we recruit youth from primarily low-income communities. Solution is Replicable and Adoptable: Digital Connectors is a youth development program that is designed to facilitate digital literacy and sustainable broadband adoption. One Economy presently operates programs in 60 locations and is shifting its model to an innovative social franchise approach.

Every local partner provides match and in return plugs into a comprehensive system of online and in-person program resources such as curriculum. We have also created an online social network for the Connectors themselves so that they can leverage social media to share best practices, gain skills, and communicate with each other.

(3) Public-Purpose Media

Operational Plan: Our operational approach to developing and distributing online content focuses on the goal of “Making It Easy” where you are. Our existing protocol is that all content is available in both English and Spanish and at low literacy levels. We will soon add mobile applications to our web-based assortment of tools. Our initial productions and acquisitions have been enhanced by the creation of a production studio (“V Studio”), headed by respected Hollywood producer Robert Townsend, that focuses on engaging, relevant content. Additionally, our content serves the purpose of providing quality national and local information, features engaging programming and offers contextual tools to help people navigate complex government and social service issues.

Solution is Replicable and Adoptable: Our public-purpose approach is replicable in other content offerings of governmental entities and nonprofits who share our goal of connecting with consumers. By combining information side by side with self-help tools and engaging programs, we have a replicable strategy for content with a purpose.

(4) Education/Awareness

Operational Plan: Our initiative is an integrated program designed to better inform our target population about the value proposition of broadband and to specifically connect individuals to support resources. Our operational plan is to reposition the BBOC and its members into being broadband adoption support organizations that operate and distribute adoption programs and content. We will develop a media campaign designed by Robert Townsend, in coordination with



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Common Sense Media, to reach our target population. Working with the BBOC and our media partners, we will place the message campaign to maximize benefits. We will also repurpose the creative elements of the campaign to produce timeless, inexpensive, long-run online spots for wide-scale distribution on the Public Internet Channel and elsewhere.

Solution is Replicable and Adoptable: This wide-scale public education and awareness campaign is replicable through any local organization that would like to participate. Furthermore, our media and education campaign will touch approximately 40 million households.

Organizational Capability

38. Management Team Resumes.

Please refer to upload section at the end of document.

39. Organizational Readiness

One Economy is the largest and most effective digital adoption organization in the United States. We have built and maintained partnerships with for-profit companies, most large foundations, and many nonprofits. The BBOC is a consortium of well-established and respected organizations that are ready to directly support the needs and potential of their communities to foster broadband adoption. One Economy has the experience, the relationships, the human and financial capacity and the organizational ethos to implement an even larger scale national digital adoption initiative. In particular, our experience with a similarly large, complex, [REDACTED] multi-state digital adoption initiative funded by the AT&T Foundation called AccessAll has prepared us for this type of initiative. Furthermore, in July of this year we hired the Huron Consulting firm. Huron specializes in, and has a long and successful history of reviewing organizations preparing to work with government agencies and outlines specific needs to ensure the organization has the capabilities to handle all aspects of managing a government grant program successfully. We have already implemented the recommendations provided by Huron and will comply with any agency’s policies, procedures, and reporting requirements when funding is received. One Economy has worked with hundreds of communities around the world to increase broadband adoption through initiatives including providing free or low-cost Internet access, affordable computers, capacity building of local organizations, asset mapping and policy. Our efforts and reputation with many affordable housing owners allows us to seamlessly expand this work. The Digital Connectors program is poised for additional scale and have a tested curriculum which can immediately be replicated across the country. In total, 2,800 Digital Connectors have provided more than 56,000 hours of



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community service in more than 60 communities. We have tested our franchise model of digitized curriculum, focused training, seed money and common mission and are ready to scale with federal dollars. Our public-purpose media is ready for national distribution and additional production. For the past nine years, One Economy has successfully demonstrated that low-income people can and will use online public-purpose media to obtain self-help resources. These online tools have reached nearly 18 million people, many of whom are coming online for the first time. With One Economy producers as well as long-established producers like Robert Townsend, President of our V Studio, we are ready to immediately begin production. Lastly, the most illustrative example of our readiness to scale is our five year partnership with the AT&T Foundation called AccessAll. This program will bring online content, training and two years of free Internet to 50,000 households. This is a [REDACTED] 22 state initiative which serves as a proof of concept for our work and our capacity.

40. Organizational Chart.

Please refer to upload section at the end of document.

Community Involvement

41. Key Partners

The cornerstone of our project is rooted in the BBOC which is an historic partnership of civil rights groups to promote broadband adoption. The BBOC is made up of the following organizations: One Economy Corporation, National Urban League, National Council of La Raza, Asian American Justice Center, League of United Latin American Citizens, NAACP, and the Joint Center for Political and Economic Studies. The BBOC and their affiliates will host Digital Connectors programs, promote digital media, and conduct awareness and education outreach across the country.

In addition, we are partnering with a variety of media organizations, including PBS, Common Sense Media, and the National Association of Broadcasters to launch a comprehensive media and PSA campaign. We also have a number of strategic partnerships with nationally renowned organizations, such as the American Film Institute, the National Black Chamber of Commerce, National Caucus of Native American Legislators, and the World Conference of Mayors.

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Last, we are partnering at the grassroots level with a network of 100 affordable housers along with 350 community organizations that will host Digital Connectors programs in outposts that spread across 39 states.

The following private companies are contributing to our match requirement: Google (ad words); Wal-Mart [REDACTED]; H&R Block (software); Flip/Cisco (products); iStrategy Labs [REDACTED]; Comcast [REDACTED]; EverFi (user licenses); ColorNet Press (printing); Laufer Green Isaac (staff time); AOL (hosting services and equipment); VisionLink (data feed and staff time); Shad Ireland Foundation [REDACTED]; Duke University [REDACTED]; AT&T [REDACTED]; Todobebe (in-kind marketing); FusionStorm (installation of computer labs and equipment); Cricket (equipment), and Scenario USA (licensing fees). In addition to these new contributions, One Economy also has a number of active grants that it will leverage as a part of the cash match: the Ford Foundation [REDACTED]; E*Trade [REDACTED]; Consumer Health Foundation [REDACTED]; and Qualcomm [REDACTED].

42. Partnering with Disadvantaged Businesses

Our application involves participation by sub-awardee SDBs that will work closely with large networks of SDBs operating on the ground in communities. These include: MHR International, Inc. will help coordinate One Economy and SDB efforts for One Economy’s proposed broadband programs. It is a leader in program management and has managed over \$1 billion of infrastructure and facilities projects in Atlanta—all while specializing in SDB, Minority Business Enterprise (MBE), and Women Business Enterprise (WBE) inclusion. The National Black Chamber of Commerce (NBCC) is dedicated to empowering black communities via entrepreneurship and capitalistic activity and represents 100,000 MBEs. The NBCC will be an intermediary between its SDB partners and One Economy, providing broadband hardware and implementing broadband awareness campaigns. The Minority Media and Telecommunications Council (MMTC) represents minority businesses in the media and telecommunications industries. MMTC has organized groups of SDBs, MBEs and WBEs to work with One Economy on this BTOP proposal, including providing hardware, developing on and off-line content for adoption and digital literacy training and conducting outreach campaigns. The National Association of Black Owned Broadcasters (NABOB) represents approximately 228 black-owned radio and television stations. NABOB will be an intermediary between One Economy and its SDB members in distributing broadband awareness targeted to underserved populations.



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Ability to Start Promptly & Timeline

43. Project Timeline and Challenges

Quarter 1:

Digital Connectors: Recruit staff, train the first cohort of 40 partners, sign MOU's.
 Access @ Home: MOU's signed for 5,400 units, 1,200 units are lit up, after units are lit up van arrives and senior Digital Connector is hired.
 Public-Purpose Media: Recruit staff, begin research and community outreach to identify key content priorities, pre-production on at least two series, begin mobile application development.
 Large-scale online and on-the-ground tax filing campaign, promoting filing of the EITC.
 Awareness/Education Campaign: Select consultant, develop national campaign strategy, begin production of campaign PSAs which will continue through quarter four, and begin capacity building of BBOC affiliates which will continue through the life of the campaign.

Quarter 2:

Digital Connectors: Recruit staff, train the second cohort of 60 partners, sign MOU's and employ 600 Digital Connectors.
 Access @ Home: MOU's signed for 7,800 units, 4,200 units are lit up.
 Public-Purpose Media: Begin framework for Social Innovations Lab marketplace, develop SIL curriculum and outreach materials. Finish hiring staff and consultants. Post-production on two-series for the Public Internet Channel.
 Awareness/Education Campaign: Begin national education/awareness campaign with BBOC and air first national PSA.

Quarter 3:

Digital Connectors: Recruit staff, train the third cohort of 100 partners, employ 900 Digital Connectors, and graduate 1,500 Digital Connectors.
 Access @ Home: MOU's signed for 7,800 units, 7,800 units are lit up.
 Public-Purpose Media: First city-wide application development contest conducted, pre-production of two new series for Public Internet Channel. Completed production of multiple public-purpose applications for both online and mobile platforms and beginning and continuing analytics of content penetration.
 Awareness/Education Campaign: Continue national education/awareness campaign.

Quarter 4:

Digital Connectors: Recruit staff, train the forth cohort of 20 partners, sign MOU's, and



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employ 1,500 Digital Connectors.

Access @ Home: MOU's signed for 8,500 units, 7,800 units are lit up.

Public-Purpose Media: Organize and categorize incoming public application submissions and broad expansion of local resources into Public Internet Channel sites.

Awareness/Education Campaign: Continue national education/awareness campaign with an emphasis on EITC filing.

Quarter 5:

Digital Connectors: Train fifth cohort of 40 partners, and employ 300 Digital Connectors.

Access @ Home: MOU's signed for 7,500 units, 8,500 units are lit up.

Public-Purpose Media: Large-scale online EITC filing campaign, completion of two applications with content labs and/or universities, continue productions of Public Internet Channel, expansion and delivery of "Make IT Easy Toolbox" onto partner websites, continued expansion of content and applications on Public Internet Channel, curation of additional application content nationally, and set-up of open-developers realm on application marketplace.

Awareness/Education Campaign: Continue national education/awareness campaign.

Quarter 6:

Digital Connectors: Train sixth cohort of 60 partners, sign MOU's, employ 600 Digital Connectors, and graduate 1,950 Digital Connectors.

Access @ Home: 7,500 units are lit up.

Public-Purpose Media: Arrange for distribution of mobile applications on existing external mobile applications store(s) and curation of new national application development contest.

Awareness/Education Campaign: Continue national education/awareness campaign.

Quarter 7:

Digital Connectors: Train seventh cohort of 30 partners, sign MOU's, employ 900 Digital Connectors, and graduate 1,800 Digital Connectors.

Public-Purpose Media: Second city-wide public application-development contest, post-production of Public Internet Channel series, new nation-wide application development contest, additional structured application development activities in digital lab or university setting, and expansion of local resource relationships nationwide.

Awareness/Education Campaign: Continue national education/awareness campaign.

Quarter 8:

Digital Connectors: Employ 450 Digital Connectors.

Public-Purpose Media: Public-purpose media awards show event and refinement of online and mobile application marketplace.



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Awareness/Education Campaign: Continue national education/awareness campaign and begin tax-filing awareness campaign for 2011

Challenges: One challenge is the coordination of a large and diverse coalition of partners in order to achieve the project outcomes. We believe we can mitigate through the experience we have gained through our AT&T grant where we have connected over 50,000 units of housing to broadband and conducted digital adoption activities in locations throughout the country. Finally the hiring of staff and consultants in a timely fashion is a challenge we will mitigate by beginning recruitment this fall for a January 2010 start date.

44. Non-Infrastructure Projects - Licenses and Regulatory Approvals

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

One Economy and the BBOC have jointly applied on this national application to improve broadband adoption rates. This grant leverages the combined resources of One Economy, the BBOC and numerous public and private-sector partners to bring nearly \$37 million guaranteed and committed matching funds, equal to approximately 45% of the total budget request. To achieve our objectives, we will connect 37,000 units of affordable housing to broadband, employ 5,620 Digital Connectors to conduct digital literacy training, and conduct a wide-scale community and national awareness campaign reaching more than 40 million low-income households.

Summary costs and ratios. We are requesting approximately \$45.5 million and bringing \$37 million in match for a total program cost of \$82.5 million. Our indirect rate is 19%. Specific ratios include: \$28 = the total broadband subscribers per federal grant dollar; \$18 = the total Digital Connector dollars spent per person trained. Below are cost breakdowns.

a) Public-purpose Media: This section’s budget largely flows into personnel and contractual categories in order to staff activities around the creation of public-purpose tools and applications and multimedia programming to enhance and expand our content. We will support and create staff positions that facilitate web and mobile application development, project



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

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management and coordination, design, and public outreach and education to facilitate open source development activities among the community of programmers who have the ability to create the most needed public-purpose applications. This will also go towards content such as financial literacy, housing, and green job skills that will have a stimulative effect on the economy. Our content production budget will be spent on staffing, contracting (including translation), video production, equipment, infrastructure, and content acquisition to create relevant programming. Personnel and contracting will be needed to ensure that content is successfully distributed across multiple platforms including web and mobile devices. Travel will be required in the outreach and facilitation of open source development activities as well as the development of video based programming on the Public Internet Channel. Under the Other category, money will be spent on incentives to spur open source development

██████████, marketing and outreach of public purpose media ██████████, and relevant content acquisition and licensing fees for the Public Internet Channel ██████████. We are also bringing cash and in-kind matching funds to cover all Internet hosting costs ██████████ thousands of licenses for top-of-market financial literacy curriculum ██████████, up to ██████████ licenses for free tax filing software ██████████, nationwide on-the-ground outreach campaigns to promote the EITC and tax filing ██████████, as well as produced or acquired video-based content for the Public Internet Channel (more than ██████████). Dollars for the public-purpose media will be fairly evenly distributed over the initial two years of the grant period, slightly back-loaded to allow for ramp up of programs and hiring of key personnel.

b) Education/Awareness Campaign: This is a national media campaign, leveraging the BBOC's reach and large media matches from Comcast and NAB. The Contractual line item incorporates a train the trainer model for BBOC partners and their affiliates as well as standard collateral and printing fees ██████████. It also includes a nationwide media campaign geared toward multiple ethnicities led by director Robert Townsend ██████████. Under "Other," we incorporate the following matches: ██████████ from the Urban League Empowerment Campaign for the distribution of campaign airtime; ██████████ from Comcast for cable television PSAs; and ██████████ from NAB for radio PSAs. Awareness campaign production costs are front-loaded in year 1 while matching funds for on-air distribution will largely be expended in years 1 and 2.

c) Digital Connectors: Under Travel, \$420,000 is allocated for instructor travel to a 3-day training course, and the remainder is allocated for site visits and monitoring. Under Equipment, we assume \$1.2 million for laptop computers with Cricket wireless modems as part of our match. Under the Contractual line item, we include \$13,500 for direct instructor expenses for 350 Digital Connectors program locations. The "Other" line item includes stipends for the



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young people participating in our programs. Approximately half of the funds will be spent in the 1st year and every program will have begun by middle of year 2.

d) Affordable Housing: We will partially subsidize the cost of 25,000 of the 37,000 units via a grant that we have already secured from AT&T. Travel is associated with mobile vans traveling to our developments and offering 1 week of technical training. Van drivers will be on the road 42 weeks a year. Under Equipment, [REDACTED]

[REDACTED] to build the mesh network. The Contractual line item includes payments for electrical upgrades, installers, and payments to a third party firm who will monitor the system. We include the building of networks as Contractual rather than Construction since it is minor enhancements to housing developments. Under "Other, we reference our Internet expense. [REDACTED]

[REDACTED] is match dollars from AT&T, and the remainder is grant dollars we are requesting in this application. Wiring of housing units is slightly front loaded in year 1 with over 80% of total units completed by the end of year 2.

The majority of equipment purchased though grant dollars is at a cost of less than \$5,000. Only 3% of the equipment costs are designated for items costing more than \$5,000. Furthermore, we will be spending 83% of our total funds during the first 2 years which is significantly higher than the required 67%.

47. Non-Infrastructure Projects - Budget Reasonableness

Our budget is based upon our nine years of implementing broadband adoption solutions. All costs in this budget are derived from our previous experience running Digital Connectors programs, wiring affordable housing units, and producing relevant content for our public-purpose media. We can further justify our costs through \$37 million in matching funds we have procured.

Public-Purpose Media: Costs for staff positions, consultant positions, content acquisition and production, hosting, and equipment were all calculated based upon our experience and same or similar activities that we have completed over the past nine years. Salaries in this category, as well as throughout the company have been reasonable throughout our history and will continue as such. Furthermore, most of the contracting dollars in this sections and throughout the budget will be spent on long-term contracts as opposed to hourly rates which will drive down the total price of the project.

Awareness/Education: Our experience in this area has been predominantly local outreach campaigns, rather than the national scope of the campaign we are bringing forth in this application. However, our proposed campaign is funded predominantly through in-kind support



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and we have devoted modest federal resources to this in the budget. Digital Connectors: Budget numbers in this category are based upon our experience running over 300 Digital Connectors programs in a variety of locations across the country. Throughout the duration of the program, 2,800 Digital Connectors have provided more than 56,000 hours of community service in more than 60 cities. Access @ Home: Budget numbers in this category are based upon our experience wiring or consulting on over 50,000 units of affordable housing. Previously, we have employed the low-cost network solution described in other sections on hundreds of low-income housing properties over the last six years. The company completed installations on over 6,000 residential units last year alone and has added another 4,000 units so far in 2009.



The totality of experience provides us with confidence in our budget breakdowns in this category.

48. Demonstration of Financial Need

One Economy has worked in hundreds of communities across the country to facilitate sustainable broadband adoption. With a significant BTOP Adoption grant, teaming with the BBOC and our other partners, we would reach many more communities and reach them on a deeper level than ever before. In our nine year history, One Economy has almost exclusively been sustained by corporate and philanthropic foundation support. Although we have been successful raising funds through these channels, this year many of our supporters are facing much smaller endowments; particularly among major banking institutions which have traditionally provided substantial support to us. Due to the recent recession, we have faced difficulty securing the necessary funding to enhance and expand our programs to meet demand. The attached Organizational Budget shows that this project would not be possible without significant federal assistance. Although in our best year we have raised over \$9 million, even this sort of banner year is not enough to sustain the scope and scale of the project we are proposing in this application. During the past two years, One Economy has been asked to provide technical assistance to a growing number of housing developers, cities, and communities, but we do not have the financial resources to support these requests. Additionally, we have been unable to meet consumer demand for relevant media and



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applications. The BTOP grant we request would fill a large need. Please see our Organizational Budget uploaded in the miscellaneous section for more details about our operating expenses.

49. Historical Financial Statements.

Please refer to upload section at the end of document.

Project Profile: Long Term Sustainability

50. Sustainability.

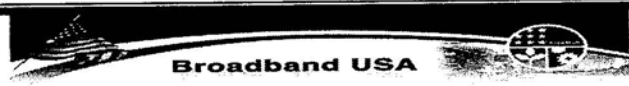
51 - A. Public Computer Center Sustainability

51 - B. Sustainable Broadband Adoption Sustainability

One Economy has proven to be a sustainable organization, growing from a four person entity operating out of a basement in Washington, D.C. into a viable global nonprofit. We have achieved sustainable success through our adoption based programs, as has been shown by the 350,000 individuals who have broadband as a result of our policy initiatives and direct service. We have also scaled our programs to 14 countries in four continents. One Economy will use BTOP funding to enhance and scale successful existing programs, making them even more valuable to our partners, donors, and our target audiences. Over the years we have supported these adoption activities by raising approximately \$59 million in private resources. The potential of this grant alone has enabled One Economy and the BBOC to raise impressive match (\$37 million), which itself provides a strong indication of future sustainability.

Access @ Home: This social enterprise will continue to be a multi-million dollar, fee driven service that with more resources and subsidy will reach new markets and new relationships. The grant process alone has stimulated market demand for One Economy's services and these interests will extend long beyond the grant period. We will also marry adoption programs such as Digital Connectors to all of our deployments and connectivity work. Our experience tells us that when we provide residents with training, scalable connectivity pricing and content, after five years more than 50% remain subscribed.

Digital Connectors: We will sustain the Connectors program by building a high quality affiliate social franchise model and by digitizing our curriculum and training. Our work will be embedded into the everyday business of well established community based organizations. Every Digital Connector partner will supply match to operate a program. After the grant



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period, this franchise business model will continue to be effective as a regular part of One Economy’s operations.

Digital Content: The Public Internet Channel is designed to add life-sustaining and life enhancing value to consumers. Our nine years of experience has shown us that relevant content offerings result both in sustained consumer usage and demand, as well as philanthropic and corporate support. Lastly, with public investments that add new language offerings, additional applications and programming, we will increase usage and traffic. Government support will catalyze additional philanthropic and private support, making these valuable programs sustainable on a larger scale for years to come.

Project Profile: Outside Leverage

51. Matching Funds.

Please refer to upload section at the end of document.

52. Unjust Enrichment

Not applicable

53. Disclosure of Federal and/or State Funding Sources

Currently, One Economy has three sources of federal and state funds that it plans to leverage during this project. First, we have a current partnership with the Mayor’s Youth Employment Education Program (MYEEP) in San Francisco [redacted] and After School Matters from the City of Chicago [redacted], which provides stipends to our Digital Connectors, allowing us to focus other funds on covering instruction and coordination-related costs. Second, One Economy will also leverage two grants from the Corporation for National and Community Service, which fund our AmeriCorps VISTA program. One is for [redacted] and funds our VISTA training and salary support for One Economy staff to manage the program. The second is an in-kind grant, valued at [redacted] which provides One Economy with 43 AmeriCorps VISTA members for the 2008-2009 fiscal year. Third, we will leverage the HOPE VI grant program out of the U.S. Department of Housing and Urban Development.

In addition, we have two further potential sources of federal funds that, if awarded, we will leverage as a part of this project. First, we will leverage our efforts in broadband mapping under the Recovery Act. We are leading the planning phase for a consortium of organizations



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that has already secured the approval of five states and territories. Second, One Economy has also been named as the adoption partner in Recovery applications for Broadband Outreach, UTV, Digital Bridge, Leap Wireless, Wild Blue, and the state of Indiana.

54. Buy American.

Is the applicant seeking an individual waiver of the Buy American provision?

No

Buy American Waiver Request Explanation

H. DOC Environmental Checklist

55. SECTION 1 – Please refer to upload section at the end of document.

I. Compliance and Certification

56. Certification and signature.

Please refer to upload section at the end of the document.



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Uploads

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

Upload Name
02. Q24 PCC; Q29 SBA - Management Team Resumes
03. Q26 PCC; Q31 SBA - Organization Chart
04. Q27 PCC; Q32 SBA - Key Partners
05. Q28 PCC; Q33 SBA Partnering: Disadvantaged Bus
06. Q35 PCC; Q40 SBA - Historical Financial Statem
08. Environmental Checklist
09. Compliance and Certifications*
10. CD-511 Certification - Lobbying, Upper Tier*
11. CD-512 Certification - Lobbying, Lower Tier
12. SF-424A Budget Information Non-Construction**
13. SF-424B Assurances Non-Construction



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17. Legal Opinion*
18. Authentication*
19. Supplemental Information 1
20. Supplemental Information 2
21. Supplemental Information 3

To preserve the integrity of the uploaded document, headers, footers and page numbers have not been added by the system

Project Management: Summary of Past Projects

Rey Ramsey

Chief Executive Officer

As Chief Executive Officer of One Economy, Rey Ramsey is responsible for all aspects of the corporation including shaping the vision, mission, long-term strategic planning, business development and operations. Rey has stewarded activities that have impacted \$1+ billion in affordable housing construction and serves more than 300,000 low-income people every month. Prior to One Economy, Rey was the President and Chief Operating Officer at the Enterprise Foundation where he was responsible for all aspects of the Foundation's operations including program services, communications, fundraising, legal and accounting. He managed budgets of \$120+ million and led programs that assisted in the development and services for \$2+ billion of affordable housing.

Dave McConnell

Senior Vice President, Access Services

As Senior Vice President of One Economy's Access Services division, Dave McConnell helps to manage One Economy's AccessAll program, which is run in partnership with AT&T. AccessAll partners with community organizations and builds their capacity to provide home-based technology access that connects families to the digital economy. By the program's end, One Economy will install high-speed Internet access in 50,000 US homes, and when possible, also provides personal computers and technology training by harnessing volunteer efforts across the country. Dave also manages a similar program funded by the National Equity Fund that provides connectivity, computers, and training for 5 years to approximately 30 affordable housing projects across the country. Overall, Dave has managed the Access Service division within One Economy that has connected hundreds of affordable housing projects owned by Housing Authorities and CDCs, ranging in size from 20 to 800 units each. Dave also has extensive experience managing federal funds. During his previous position at the Enterprise Foundation, he managed HUD Technical Assistance programs and AmeriCorps VISTA program.

Sonja Murray

Chief Programs Officer

Sonja Murray, along with Dave McConnell, co-manages One Economy's AccessAll program. She is also responsible for the execution of One Economy's \$72 million in grants which provide computers, internet and training for low income families nationwide. In addition, Sonja manages and supports a 35 member AmeriCorps*VISTA (Volunteers in Service to America) program, which includes federal funding. AmeriCorps is a national network of programs that engages more than 70,000 Americans each year in intensive service to meet critical needs in communities throughout the nation. During her previous position as Chief Operating Officer and Director of Development at Habitat for Humanity Forsyth County, Sonja oversaw several federal and

state funded programs while also raising over \$7.5 million to support the building of more than 100 houses.

Lisa Patlis

Senior Vice President for Communications and Strategy

In Lisa Patlis' current role at One Economy, she serves as Senior Vice President for Communications and Strategy overseeing all of the communications, media relations, marketing, event production, message coordination and positioning for the company. Lisa worked to open the door to economic opportunity for the underserved by bringing high-speed Internet access to affordable housing. She produced a live webcast and launch event in New Orleans for 247townhall.org, a new civic-engagement website. The launch event, "Poverty in America: Ideas and Solutions," featured videos of the 2008 presidential candidates and a live panel discussion of high-profile experts, including New Orleans native James Carville. During her tenure in the Clinton Administration, she served as Senior Advisor to then-U.S. Housing Secretary Andrew Cuomo. She created and implemented the Department's inaugural National Housing Day, which involved simultaneous events in over 150 cities.

David Saunier

Senior Vice President, Media

David Saunier is responsible for the oversight and production of One Economy's Creative Services team. He is also responsible, in whole or in part, for the design and branding of all One Economy media properties, including the Beehive, 247 Townhall (www.247townhall.org), Zip Road (www.ziproad.org) and the Public Internet Channel (www.pic.tv). David oversaw the development of the Katrina Help Center web site, which went live 3 weeks after Hurricane Katrina devastated the Gulf Coast. The site, recognized with a 2006 Webby Award, connected displaced families with one another and to key resources—wherever they were at the time—to help them get back on their feet. Prior to joining One Economy, David was Director of Online Services for The Enterprise Foundation, where he managed and designed multiple heavily-trafficked sites that received awards and acclaim from USA Today, Yahoo!, and the Chronicle of Philanthropy.

Encl: Project Management and Staff Resumes

REY RAMSEY

rramsey@one-economy.com

1220 19th St NW, Suite 610

Washington, D.C. 20036

Office (202) 393-3099

EXPERIENCE

2000-Present

One Economy Corporation, Washington, D.C.

Chief Executive Officer

- Responsible for all aspects of the corporation including shaping the vision, mission, long-term strategic planning, business development and operations.
- Managing the organization's three key divisions of Access Services, Public Policy/Business Development and Web Services.
- Stewards activities that have impacted \$1+ billion in affordable housing construction and serves more than 300,000 low-income people every month.
- Chairman of the Board of Directors.

5/1996-6/2000

The Enterprise Foundation, Columbia, Maryland

President and Chief Operating Officer

- Responsible for all aspects of the Foundation's operations including program services, communications, fundraising, legal and accounting.
- Managed budgets of \$120+ million.
- Led programs that assisted in the development and services for \$2+ billion of affordable housing.

Senior Vice President of Program Services, (11/1993-5/1996), Columbia, Maryland

- Responsible for all program operations, including development and execution of national and city strategies to integrate housing and community services.

7/1990-11/1993

Oregon Department of Housing and Community Services, Salem Oregon
Director

- Appointed by Governor Neil Goldschmidt and reappointed by Governor Barbara Roberts.
- Responsible for administering state and federal housing programs including mortgage revenue bonds, general obligation bonds, state housing trust fund, Low Income Housing Tax Credits, and HOME programs.
- Supervised the department's antipoverty community action programs like low-income weatherization, utility payment assistance, and food commodities. The biennial budget was \$355 million.
- Created the Oregon Housing Trust Fund.

9/1987-7/1990

Oregon Economic Development Department, Salem, Oregon
Senior Business Development Officer for Regulatory Affairs

- Responsible for the department's land use and environmental policy as it affects business development.

Regional Business Development Officer, Central Oregon Region, Bend, Oregon

- Responsible for business expansion, recruitment, and retention for eight counties in Central Oregon.

Manager of Technical Assistance, Ports Division, Portland Oregon

- Responsible for providing assistance to all of Oregon's ports on federal and state maritime, transportation, and land use issues. Coordinated the state's lobbying efforts on port issues.

9/1985-9/1987

Stoel, Rives, Boley, Jones, and Grey, Portland, Oregon
Attorney

- Corporate and real estate law.

ACTIVITIES AND MEMBERSHIPS:

Schnitzer Investment Corporation, Board Member

Brookings Institution, Center on Urban and Metropolitan Policy, Advisory Board Member

Local Initiatives Support Corporation (LISC), Board Member

Washington Jesuit Academy, Vice Chairman of the Board

Habitat for Humanity International, Chairman of the Board, 2003-2005

**RECENT
ACCOMPLISHMENTS**

Author of *ManagingNonprofits.org: Dynamic Management for the Digital Age* (2002). (John Wiley & Sons Inc.)

Named one of "**Oregon's 50 Great Leaders**"-Oregon Business Magazine, October 2003.

EDUCATION

J.D., University of Virginia, School of Law, 1985, Charlottesville, Virginia

B.A., Political Science, Rutgers University, 1982, New Brunswick, New Jersey.

DAVID MCCONNELL
Senior Vice President, Access Services
One Economy Corporation
920 SW Third Ave., Suite 400
Portland, Oregon 97204
(503) 282-2835
dmcconnell@one-economy.com

20 years of professional community development experience at the national, state, and community level. Extensive experience with community-based nonprofit capacity building programs; technology programs; housing development and finance; project development; fund development and management; and nonprofit administration.

EXPERIENCE:

11/2000 – Present	One Economy Corporation Senior Vice President, Access Services
1/1995 – 10/2000	The Enterprise Foundation Vice President and Northwest Regional Director
9/1991 – 12/1994	Oregon Housing & Community Services Department Community Development Officer
6/1988 – 8/1991	Housing Consultant & Homebuilder
9/1982 – 6/1988	Bowdoin College Instructor, Department of Government
9/1980 – 6/1982	University of Wisconsin-Madison Instructor, Department of Political Science

EDUCATION:

1979-1981	University Fellowships, University of Wisconsin-Madison
1979	M.A. Political Science, University of Wisconsin-Madison
1976	B.A., Magna Cum Laude, Colorado College
1972-1976	Boettcher Foundation Fellowship

Sonja Murray



Experience

2004- present One Economy Corporation, Washington, DC

Senior Vice President, Chief Program Officer

- Manage 40 full time and part time staff that execute and deliver One Economy's field programs in the United States.
- Manage the execution of \$72 million in grants which provide computers, internet and training for low income families nationwide.
- Oversee a national volunteer program which includes 1000+ youth and young adults who bring technology into underserved communities.
- Manage and support 35 Americorps*VISTA members.
- Responsible for expanding the company's work nationally through creation of business development opportunities and partnership development.
- Assist in the creation of the marketing plans for new products and campaigns.

1999 – 2003 Habitat for Humanity Forsyth County, Winston Salem, NC

Chief Operating Officer and Director of Development

- Managed ten staff members.
- Raised more than \$7.5 million to support the building of more than 100 houses.
- Managed federal and state grants, including reporting.
- Created community partnerships that generated more than 5,000 volunteers annually.
- Responsible for the organization's public relations.
- Responsible for the organization's marketing and communications including the quarterly newsletters.

1989 – 1998 Wake Forest University, Winston Salem, NC

Director of Annual Support

- Managed five staff members
- Raised funding for the College, Law and Business Schools totaling \$3.5 million annually.
- Responsible for the directing the university's major gift clubs. Negotiated the university's first affinity program with a national company generating more than \$1.0 million annually in additional resources for university.

Education

1988 Masters in Business Administration, Wake Forest University
1986 Bachelor of Arts, Wake Forest University

Lisa Patlis, founder and principal of patlisproductions, spent the last 20 years working to bring about social, political and community change. Her extensive national and international experience includes producing and managing government and nonprofit initiatives, large-scale events, and public-awareness campaigns.

With a professional career that has spanned the globe - including significant work in Washington, D.C., New York, Bangkok, and Kenya - Lisa now works out of San Francisco.

Lisa's career focuses on a single core value: creating positive change. During her tenure in the Clinton Administration, she served as Senior Advisor to then-U.S. Housing Secretary Andrew Cuomo. She created and implemented the Department's inaugural National Housing Day, which involved simultaneous events in over 150 cities. She also executed a national TV public-service campaign about homelessness, featuring more than 20 celebrities, including Sarah Jessica Parker, Whoopi Goldberg and Kevin Kline.

In her current role at One Economy Corporation, Lisa serves as Senior Vice President for Communications and Strategy overseeing all of the communications, media relations, marketing, event production, message coordination and positioning for the company. And as Vice President of California Operations, Lisa worked to open the door to economic opportunity for the underserved by bringing high-speed Internet access to affordable housing. She produced a live webcast and launch event in New Orleans for 247townhall.org, a new civic-engagement website. The launch event, "Poverty in America: Ideas and Solutions," featured videos of the 2008 presidential candidates and a live panel discussion of high-profile experts, including New Orleans native James Carville.

Prior to joining the Clinton Administration, Lisa lived in Bangkok, Thailand consulting for the United Nations on women and agriculture issues in the South Pacific and did Human Rights work for the Burmese Government-in-exile.

Ms. Patlis received her Masters in Public Administration from George Washington University in Washington, D.C. and her B.S. from Cornell University in Ithaca, New York.

David Saunier

Experience

2000–present One Economy Corporation Washington, DC

One Economy Corporation is a global nonprofit organization that uses technology to improve the lives of low-income individuals and families, through the creation of media properties that supply practical information and resources in the areas of financial literacy, health care, employment, education, child care and more. One Economy is also involved in creating access solutions for low-income people who lack computers and internet connectivity.

Co-Founder and Vice President

- **Management of Media Operations:** Served as director of up to 20 full and part-time staff and consultants to create multiple web properties, including the Beehive (www.thebeehive.org), which have received more than 15 million visitors to date. Managed staff and consultants in design and art direction, editorial, information architecture design, web development/programming, user testing, and quality control.

Additionally, I oversaw the development of the Katrina Help Center web site, which went live 3 weeks after Hurricane Katrina devastated the Gulf Coast. The site, recognized with a 2006 Webby Award, connected displaced families with one another and to key resources—wherever they were at the time—to help them get back on their feet.

- **Creative Direction/Design:** I was responsible—in whole or in part—for the design and branding of all One Economy media properties, including the Beehive, 247 Townhall (www.247townhall.org), Zip Road (www.ziproad.org) and the Public Internet Channel (www.pic.tv). Additionally, as director of creative services team, I ushered in our work in new media, resulting in a full audio/video production shop.
- **International Development:** Manage the development of media-related activities for One Global Economy Corporation, the international wing of One Economy. In this role, I oversaw the design and development of local versions of the Beehive website in South Africa, Jordan, Turkey, Ethiopia, Rwanda, Kenya, and Israel/Palestine—each in their native language. Additionally, I activated community engagement in each of these countries with local NGOs to promote project participation resulting in the creation of substantive local content. In this role, I was also responsible for the hiring and direction of any contract staff involved the production and maintenance of our international web properties.
- **Marketing/PR:** Work with public relations staff to conceive of and create print materials, including six annual reports. Conceived of and created marketing materials for One Economy media properties, including collateral materials, ad campaigns and other promotions. Managed all online marketing efforts, including search engine

optimization, for One Economy's web properties.

- **Business Development:** Represent One Economy at speaking engagements on topics of digital inclusion for under-served Americans. Assist business development in the conception and pitching of new projects and initiatives as well as grant-writing activities.

2008 Barack Obama for President 2008

Administrator – Technology/Media/Telecom Policy Committee

- Managed the intake and initial communications of new members of the policy committee. Maintained data related to group membership
- Managed collaborative web site and facilitated communication among committee members.

1994–2000 The Enterprise Foundation Columbia, MD

Now called Enterprise Community Partners, the Enterprise Foundation is a national nonprofit intermediary working in the field of low-income housing and community development. The principal mission of Enterprise is to provide technical and financial assistance to nonprofits around the United States through the sharing of best practices and granting of low-interest capital to developers of affordable housing.

Director of Online Services

- Established the Enterprise Foundation's first corporate web site, and shepherded through subsequent iterations.
- Managed the creation of an online database for best practices for the nonprofit community development industry – the first of its kind.
- Managed the creation of a tool to help developers of affordable housing move into new forms of housing rehab or construction, called the Developer's Support System.
- Designed and managed the creation of an e-zine, called *horizon*, which sought to engage young people in their communities. At its peak, it received over 100,000 unique visitors each month, and was recognized with numerous national awards for excellence, including *Yahoo!*, NAHB and *USA Today*. I also served as a regular editorial contributor for *horizon*.
- Conducted training sessions to nonprofits around the country on the use of technology in community development, creation of web sites, and the use of the Enterprise Foundation's online tools.

1996–1999 Web Design Workshop Columbia, MD

Partner

- Created web sites for multiple clients, including nonprofits, computer services companies and individuals.

Education

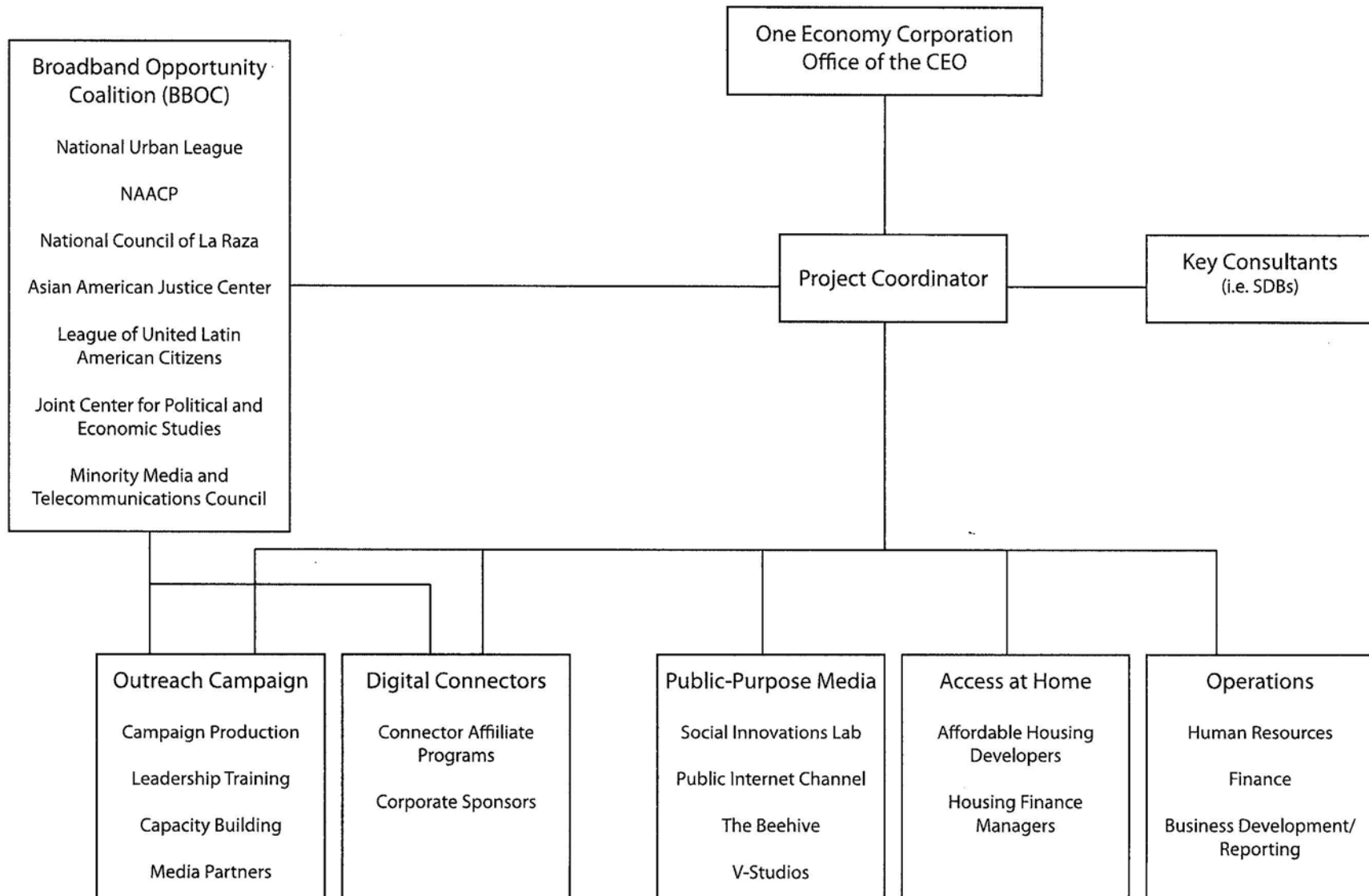
2004 University of Maryland College Park, MD

- B.A., Architecture.
- Member, Golden Key National Honors Society

Technical Skills

I am proficient in multiple computer platforms and countless software programs, primarily in the realm of print and web design, layout, productivity tools and presentations.

Project Structure and Partnerships



One Economy Corporation
Governance and Management

