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What has the nominee accomplished qualitatively and quantitatively to help close the Digital Divide and what has been the magnitude of the impact?

❖ San Diego Broadband Initiative

- Established by the San Diego Futures Foundation (SDFFF) to encourage the universal adoption and use of broadband by bringing computers, software, training and services to San Diego's low-income families.
- Successfully provided; more than 2600 families with computer training, a refurbished computer, discounted internet access and six months of help desk and repair assistance.

❖ SDFFF provided complete, quality services for its members.

- Low-cost connectivity, negotiated discounted fees and reduced credit requirements, computer warranties, no-cost repair assistance, 1-year help desk services, SDBI website with access to over 40 online classes and additional resources.
- Discounted fees resulted in overall savings of \$130,000 for SDBI participants

How has the nominee made an exemplary contribution towards Digital Inclusion that distinguishes the effort from others?

❖ (see above)

How is the nominee regarded and respected by colleagues and the community?

- ❖ SDFFF is well known and respected in San Diego's non-profit community. The Computer Donation Program along with SDFFF's Technical Services has helped build the capacity of San Diego's nonprofit organizations. Through resources, industry support and expertise, SDFFF has helped nonprofit organizations provide diverse programs and achieve their missions, from feeding the hungry to providing cultural enrichment and the arts. To date, the Computer Donation Program has put over 26,000 retired computers back into the community for productive use. Examples include building technology centers for Ronald McDonald House Charities and City Heights Development Corporation. In the summer of 2009, the City Heights Technology Corps placed 97 youth with nonprofit organizations to provide technical assistance and develop special projects. These services helped SDFFF develop hundreds of positive relationships with community organization. SDFFF also has provided 4 education programs working directly with schools and after-school program providers. SDFFF has established a reputation for providing quality services and programs that help other nonprofits build their internal capacities through technology.

What does the nominee do to inspire, enlist and assist others in promoting Digital Inclusion, especially harnessing market forces to serve the public good?

- ❖ SDFFF is a committed proponent of digital inclusiveness. As a nonprofit organization, most of SDFFF's funding is restricted for specific uses. As a result, the limited amount of unrestricted funding is highly prized and used for the highest priority projects. SDFFF's Board of Directors and Leadership Team consistently identified raising awareness of the digital divide as an annual strategic goal. SDFFF invests funding and other resources to promote digital inclusiveness through marketing, communications and outreach. Examples of SDFFF's efforts include;
- Consistent communication with elected government officials regarding digital divide issues, concerns and updates
 - High quality and well-disseminated informational material including posters, postcards, annual report, website content and brochures
 - Press releases
 - Focused grant efforts for programs aimed at closing the digital divide
- ❖ Evidence of Success- In the fall of 2009, SDFFF was contacted by FCC staff to participate in one of 17 field hearings seeking public and private sector input for a national broadband plan. FCC staff visited the SDFFF

offices prior to the meeting to learn more about the San Diego Broadband Initiative. SDFFF also receives consistent support from the County of San Diego Board of Supervisors. The City of San Diego recently awarded SDFFF \$112,160 to support the SDBI. It was the first funding ever awarded to SDFFF by the City and it received first priority ranking and unanimous support. SDFFF has succeeded in reaching decision makers and legislatures to promote Digital Inclusiveness. Elected City and County officials as well as members of State Assembly and Congress have visited the SDFFF office as well as attending the Get Connected Community Fair.

How does the nominee capture the spirit and legacy of Don and Rosemary Vial?

- ❖ SDFFF captures the spirit of Don and Rosemary Vial through its menu of programs and service delivery. SDFFF provides technology training as an organizational core value and a strategy to reduce poverty. SDFFF has donated more 24,500 hours of technical support to San Diego nonprofits, organizations, schools and families. SDFFF is committed to extending technology and its benefits to disadvantaged and marginalized populations. SDFFF has established a reputation for quality programs based on best practices, delivered in state-of-art facilities and designed to meet the client's needs. SDFFF staff is professional, knowledgeable, culturally diverse and responsive to and respectful of SDBI participants and partners.
- ❖ Inclusiveness – SDFFF developed a formal protocol and training for SDFFF staff working with disabled individuals. The protocol includes information on ADA regulations, tips on how to accommodate client's technical needs as well as etiquette and communications information. The information is included in the SDFFF employee's handbook and two workshops on the subject will be provided for SDBI partners in 2011. The SDBI website and all outreach/informational materials have been fully translated into Spanish.
- ❖ Customer Service to the Target Population-The extensive technical assistance provided directly to the SDBI members is a rarity in services to disadvantaged populations. SDFFF recognizes that most of the target population needs ongoing assistance with basic computer needs. SDFFF provides a help desk five days a week from 8:30 to 5:00. SDBI members can also bring their computers in by appointment. This service is beyond what most consumers get when they buy a brand new computer. The technical assistance services are essential as training and connections to establishing broadband adoption. It is in the early phases of internet usage that computers become damaged by viruses and fatal errors. Without assistance for repairs, families are likely to abandon learning technology before gaining skills and developing habits that result in efficient internet usage. SDFFF is committed to providing quality services that fully meet member's needs.