Outline

Program Objectives
Connected Living
Video
Partners
Computer Learning Centers
Connectivity
Training Program
Community Outreach
Market Research, Evaluation & Dissemination
Early Results
Contact Info
Aging in America is Changing... Low Income Seniors shouldn’t be Left Behind!

- Connected Living is a privately held company driven by the desire to create social impact and committed to the idea that a “connected life” can transform the experience of aging.

- Over the last three years we have proven that seniors (regardless of their wealth) want to get connected and have their voices heard.

- Our combination of “high tech and high-touch” has proven to be an effective and winning combination.
A Lingering Digital Divide

• Across the nation, over 8.7 million people live in publicly subsidized housing managed by 3,300 Public Housing Authorities and numerous private and non-profit senior housing providers

• Approximately 1.2 million senior households receive some form of rental assistance

• Extremely low Internet penetration thwarts efforts to introduce e-health and other govt. services for this population

• Connected Living believes our nation requires a systemic approach to close this divide
Our Program’s Goals

- Close the Digital Divide
- Demonstrate the most effective ways to get Low Income seniors and people with disabilities online
- Create jobs for trainers and trainees
- Improve education and healthcare
- Strengthen ties between senior housing and surrounding neighborhoods
- Create sustainable broadband business models for dissemination throughout the country
Partners

Nine Housing Authorities

- Housing Authority of the County of DeKalb
- Grundy County Housing Authority
- Housing Authority of Henry County
- Housing Authority of Joliet
- Kankakee County Housing Authority
- Moline Housing Authority
- Oak Park Housing Authority
- Rockford Housing Authority
- Rock Island Housing Authority
Partners (Continued)

Five Private Providers of Affordable Housing (Chicago)

- Bethel New Life
- BMA Management
- Habilitative Systems
- Sankofa Safe Child Initiative
- Senior Lifestyle Corporation
Computer Learning Centers

Each Building receives a new or updated center

- 4–12 Workstations, Printer / Scanner, Web Cams, Adaptive Technologies
- Cabling, Power & Security
- Desks and Furniture
- Supplies (paper, ink, etc.)
Resident Training

Resident training utilizes the Connected Living Adoption and Sustainability Program (CLASP)

- 12 week Beginner, Intermediate and Advanced Classes
- Optional Literacy, ESL and GED Instruction
- Group Classes and One-on-one Training
- Utilizes Connected Living portal:
  - Safe, secure ‘gateway’ to Internet
  - Easy, non-intimidating way for building residents to connect with other community members, send messages to friends and family, share photos, write and share life stories, etc.
## Connected Living Adoption and Sustainability Program

Seven Steps to Sustainable Broadband Adoption

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

Each building / community partner receives a customized portal for their residents and staff
Creating Broadband Subscribers

• Trainees who pass proficiency assessment receive:
  • Laptop Computer
  • Internet Access in their Apartment
  • Additional Training for Duration of Program
Building Networks / Connectivity

Program connects individual apartments to Internet in two ways:

- **“Incumbent”** networks such as Comcast, AT&T
  - For buildings that are already wired for cable TV, Program would fund / install cable modems, pay for connectivity

- **“New”** networks
  - Wiring, rewiring or creating a wireless “bubble” inside buildings
  - Network and connectivity from a new service provider
  - Potential to add TV, Phone or other services that could create incremental revenue opportunity for community

- Contracts awarded through open, competitive tender conducted December 2010 through March 2011
Community Outreach

Program includes outreach to nearby community anchor institutions such as churches, schools, senior centers, etc.

- The program will fund a few satellite computer labs and offer training to neighborhood residents at existing sites
- We will launch aggressive “guerilla marketing” awareness campaigns including shows on cable access TV
- Outreach staff includes the Community Program Managers, new volunteers
- Successful trainees will be awarded up to 1,000 refurbished computers
MR. ED

(Market Research, Evaluation and Dissemination)

• Data on all communities / trainees is tracked and reported to the NTIA per grant requirements

• Several buildings are tracked more rigorously through an independent evaluation effort managed by DSSA Strategies and conducted by a team from Northern Illinois University:
  ▶ Each trainee is interviewed to fill out an evaluation at before, during and after the training program
  ▶ Research into best practices and the effectiveness of ongoing training may lead to adjustments in the CLASP program
  ▶ Program results in these buildings may be published as research findings and will be disseminated in research journals and on the web
## Program Targets

<table>
<thead>
<tr>
<th>Trainee Population</th>
<th>In Program Buildings</th>
<th>In Surrounding Communities</th>
<th>Total Program Population</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Addressable Population</td>
<td>3,290</td>
<td>48,972</td>
<td>52,262</td>
<td>100%</td>
</tr>
<tr>
<td>Response to Awareness / Engagement Programs</td>
<td>2,632</td>
<td>12,243</td>
<td>14,875</td>
<td>28%</td>
</tr>
<tr>
<td>Individual Trainee Assessments of capabilities / Interests</td>
<td>2,527</td>
<td>2,449</td>
<td>4,975</td>
<td>10%</td>
</tr>
<tr>
<td>Participating in Training Program</td>
<td>2,426</td>
<td>1,469</td>
<td>3,895</td>
<td>8%</td>
</tr>
<tr>
<td>Passing Proficiency Test (“Learners Permit”)</td>
<td>2,062</td>
<td>1,028</td>
<td>3,090</td>
<td>7%</td>
</tr>
<tr>
<td>New Subscribers to Internet</td>
<td>1,979</td>
<td>987</td>
<td>2,967</td>
<td>6%</td>
</tr>
<tr>
<td>Receive Subsidized Computer / Internet Connection</td>
<td>1,188</td>
<td>543</td>
<td>1,731</td>
<td>3%</td>
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</table>
Results To Date

Total Connected Living Class Sign Ups -- First Four Training Program Months

- Nov-10: 127 (5% of population)
- Dec-10: 351 (13% of population)
- Jan-11: 516 (18% of population)
- Feb-11: 659 (24% of population)
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