

“Our leaders now have the choice to let access to technology divide us further into ever more distant economic camps or to give the people who are being left behind by innovation the ability to help themselves join the new economy.”

Rey Ramsey
CEO and Chairman of the Board
One Economy



One Economy Corporation:

Creating Opportunity Through Technology

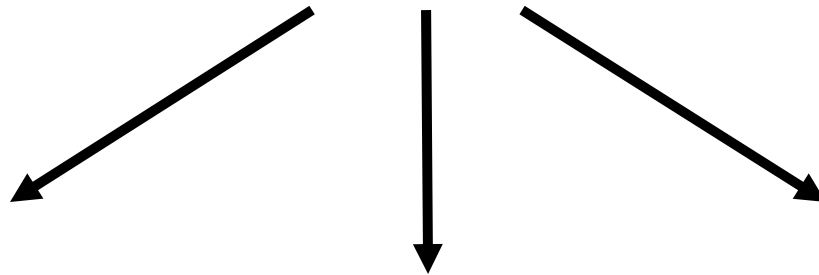
One Economy is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people, connecting them to valuable tools for building better lives.

Our **mission** is to maximize the potential of technology to help low-income people improve their lives and enter the economic mainstream.



One Economy Strategy

How we work:



Access Services

Facilitating the deployment of **broadband and hardware** into the homes of low-income people

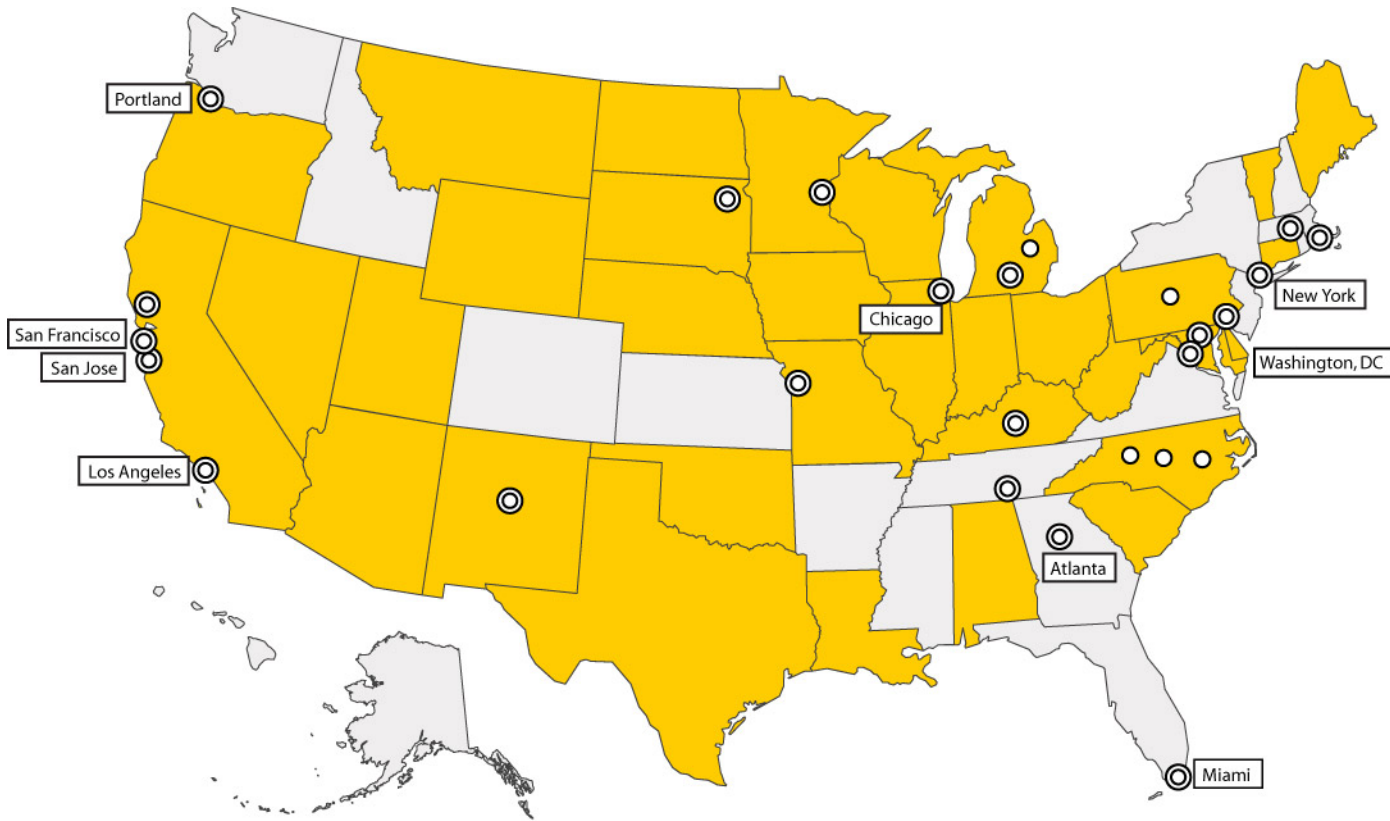
Adoptive Services

Employing youth as Digital Connectors™ who provide a cultural bridge between technology and their communities.

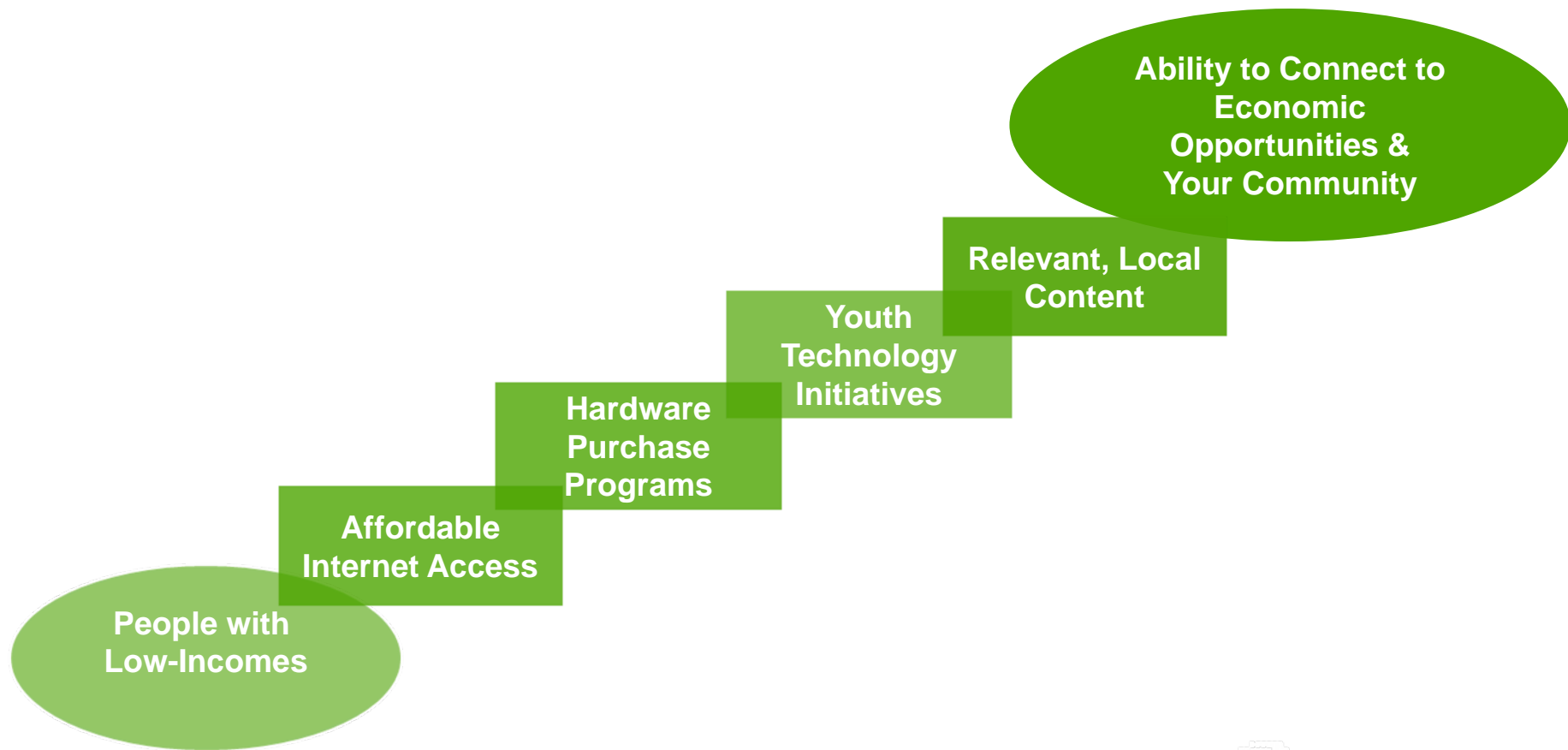
Public Purpose Media

Producing informing and engaging **public-purpose media** resources.





What is Digital Inclusion?



User Experience

“It gives us endless utility.”

- Jalaladin and Masuma use a **webcam** regularly to talk with their eldest son in Bangladesh.
- Their daughter uses their computer to do **research and papers** for her classes at San Jose City College.
- Their teenage boy recently won first place in a poster **design contest**.
- Their 7-year old son uses the computer the most, and knows the most about it.
- Jalaladin regularly reads 4 Bangladeshi **newspapers** online and recently purchased **discount airline tickets** online.



Access Services

How we work:

- **Technology Agnostic**
- **Affordable Internet Access, \$0-\$15**
- **Affordable Housing** – wireless mesh networks to share bandwidth. 100 projects/year. Typically paid for by owners of housing.
- **Community Consulting** – Engage community stakeholders. Develop business plan. Provide adoption services: computers, training, youth technology corps, marketing, welcome packages. 20 projects/year.



Rationale – Access in Affordable Housing

The Internet enables low-income people to *connect to vital resources* and improve their standard of living.

People use the Internet to learn and connect most effectively in the comfort and convenience of their *home*.

Research shows that *high-speed* Internet access encourages low-income people to use the Internet for educational and asset building activities.

The *single best way* to connect low-income people to the Internet in their homes at scale is through the large, well organized *affordable housing industry*.



Connect Your Residents:

- Cost Savings for Residents
- Connect to Information and Resources
- Value for Property Owners

Key Message:

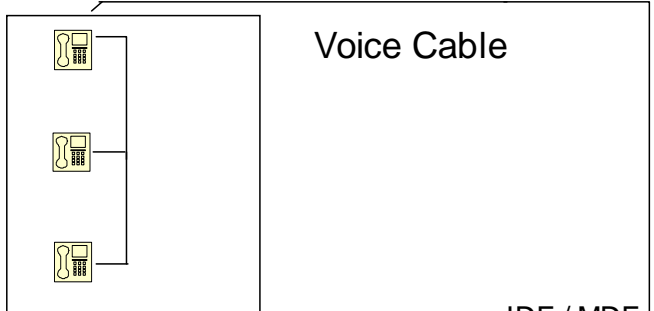
- Connect your residents with affordable high-speed Internet access through a data network
- Install separate networks for phone, TV, & data.



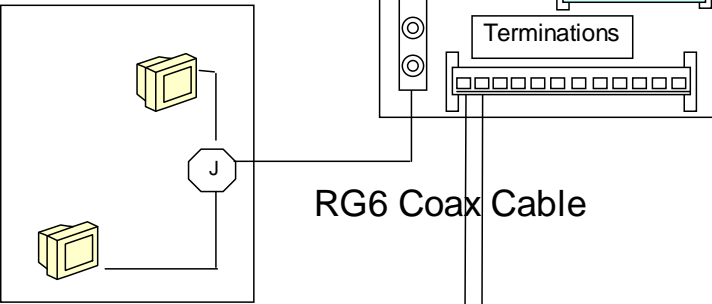
3 Networks



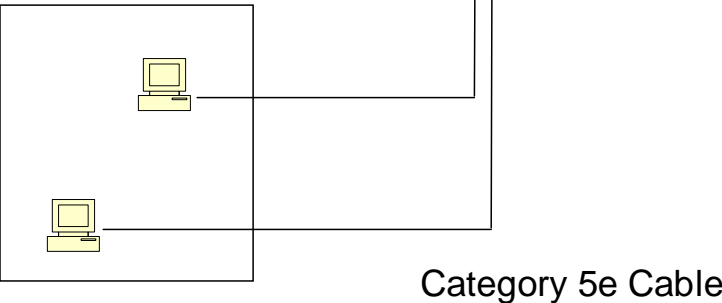
Phone Wiring



CATV (Cable) Wiring



Data Network/Internet Wiring



Wireless Mesh Web-Based Monitoring



mike@socalfreenet.org | [settings](#) | [logout](#)

Monitor | **Configure** | **Monetize** | **Support**

Select a Network: **Golden Hill**

[overview](#) | [usage data](#) | [node list](#) | [map view](#)

Golden Hill

138 users downloaded 9.1 GB in the last day.
5 nodes need your attention. [See details](#)

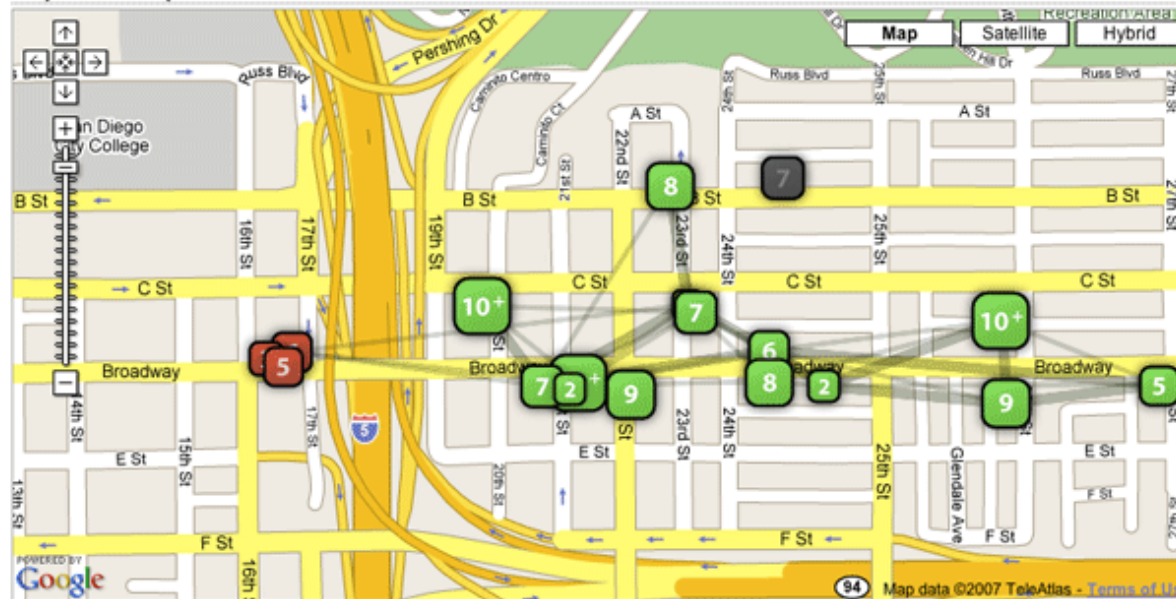
Total data transferred over all time:
715.090782 gigabytes

Network usage over the last week



Map of Users per Node

Move the mouse over a node to see its route to the Internet



Meraki Networks, Inc.

wish this page would...

make a wish



Typical Costs

Wireless Networks:

- \$200/ unit to install
- Typical ISP cost: \$3-6/unit/month
- Typical maintenance cost: \$2/unit/month

Wired Networks:

- \$300/unit to install
- Typical ISP cost: \$3-6/unit/month
- Typical maintenance cost: \$4/unit/month



Project Examples

Seattle:

- Capitol Hill Housing – Pantages
- Delridge CDC – multiple properties
- Artspace – Hiawatha

Size:

- Single complex: 4 units (Habitat) to 790 (SFHA)
- Multiple properties linked together – 300 units (Hacienda, Portland) to 10,000 (UTV/ NYC)

Community Networks

- Kansas City Library
- Savannah
- Cricket Wireless pilot



Summary:

- **42 States** changed housing finance policies
- **Rationale:** Beyond bricks & sticks to tools for 21st century economy
- **Typical Policy:** to promote penetration of high speed Internet networks and free or low cost Internet service in affordable housing
- **Mandates** – “threshold requirements”
- **Incentives** – “extra points”



Examples:

- **Alaska** – 10 pts for high speed Internet access at no cost to tenants
- **Texas** – 2 pts for high speed Internet access to all units at no cost to residents
- **Oregon** – threshold requirement. To receive funding , must provide shared high speed connection in each residential unit
- **Vancouver, WA** – by executive order, all future affordable housing to provide high speed Internet access in each unit with ongoing ISP costs allowed as an eligible operating expense



Policy Topics

Capital expenditures

- New Housing
- Existing Housing

Operating costs

- Eligible costs
- Capitalize costs
- Release of Reserves
- Residual Receipts

Adoptive Services

- Computers
- Training
- Online Content
- Technology rich housing



Policy Tools

Housing finance agencies:

- State
- Local

City resources or action

- CDBG, Stimulus, Fiber rings, physical assets
- Executive Order, Agency action

Franchise, Corporate or Telecom role

- Commercial pricing for residential access
- Residential networks from public access pts
- Subsidy for network build out or 1 to 5 years ISP
- California Teleconnect fund

Portfolios or Neighborhoods

- Examples: POAH, NEF, SFHA, NYCHA,
- Public housing, section 8, LIHTC, city financed



California Example

Finance policy for new LIHTC projects: Free high speed Internet service provided in each unit. (moving from incentive points to threshold requirement - 10 years)

For existing projects: for all state/local public lending programs, ongoing Internet expenses allowed in operating budgets, and allow this expense for residual receipts.

California Teleconnect Fund: extended to affordable housing, reduces ongoing cost of Internet access 50%

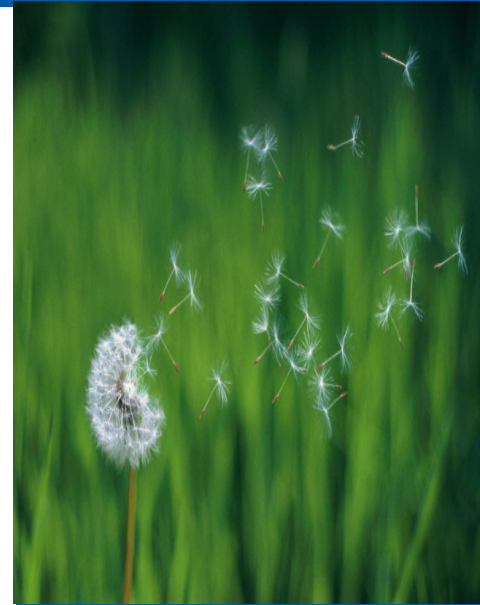
CETF & Corporate program:

- 30,000 units in three years
- Nine 21st Century communities
- 15,000 – 25,000 units subsidized by ATT & Cricket



What should we do in Seattle, in Washington?

- **What policy goals and actions?**
- **What resources?**
- **What partners?**
- **What portfolios or neighborhoods?**



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