

Community Connections General Application Form

General Application Form

Applicant Organization Name: Southwest Key Programs, Inc. and the East Austin College Prep Academy (EAPrep)

Alias/DBA: Not applicable.

Program Name for Google Fiber Connection:

Southwest Key Programs Technology Connection

Organization Mission and Purpose:

Southwest Key Programs, Inc. is a national nonprofit organization with a purpose to of providing transformative education, innovative safe shelters and alternatives to incarceration for over 6,000 youth each day, while creating opportunities for their families to become self-sufficient. Our **mission** is “**Opening doors to opportunity so individuals can achieve their dreams**”.

Organization Website: www.swkey.org

Contact Name: Rachel Rosales, Grants Manager

City: Austin

State: Texas

Zip: 78757

Phone: (512) 583-2525

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Location(s) applying for site selection (including physical address of location) and how long your organization plans on being at each location:

1. Southwest Key Programs, Inc/EAPrep: 6002 Jain Lane, Austin, Texas 78721
Plan to be at this location indefinitely (50+ years).
2. EAPrep: 5800 E. Martin Luther King Blvd, Austin, Texas, 78721
Plan to be at this location indefinitely (50+ years).

Type of Organization:

☒ Non-Profit

☐ Public Entity

Number of years in operation:

26 years

Number of employees at location:

200 employees
(Southwest Key Programs and EAPrep)

Community Connections Criteria Form

(Please complete this portion of application for each location in an electronic document and please explain each response, 1000 words maximum per response, please)

Criteria Form

Please include location if applying for more than one location:

Priority Location: 6002 Jain Lane, Austin, Texas 78721

Organization

1. What is your agency's vision? *(response required for all agencies)*

The **vision** of Southwest Key Programs, Inc. is that “**Every person has an opportunity to thrive in a community that fosters success and social equity**”.

2. What is your agency's mission and purpose? *(response required for all agencies)*

Southwest Key Programs, Inc. is a **national nonprofit** organization providing transformative education, innovative safe shelters and alternatives to incarceration for over 6,000 youth each day, while creating opportunities for their families to become self-sufficient. Our **mission** is “**Opening doors to opportunity so individuals can achieve their dreams**”. The inspiring youth and parents we work with are seeking the American dream: equality, education, and a higher quality of life. At Southwest Key, we simply open the doors to opportunity so they can achieve these dreams. Southwest Key was recently ranked **5th Among the Top Hispanic Nonprofits in America** and is proud to be one of only three nonprofits in Austin to be accredited by the Council on Accreditation, the nation's leading human service accrediting body.

Since its inception 26 years ago, a cornerstone of all of our programs has been culturally-relevant education. Southwest Key has since refined its model by operating leading alternative schools throughout Texas, preventing hundreds of youth from dropping out of school by providing them with individualized education in a therapeutic setting. In 2009, **East Austin College Prep (EAPrep)** opened at Southwest Key's El Centro de Familia campus at 6200 Jain Lane in Austin, Texas. The demand for EAPrep's high quality academic instruction caused the school to outgrow its campus and in 2012 EAPrep expanded to include a second campus at 5800 E. Martin Luther King Blvd in Austin, Texas.

EAPrep is a free, public charter school that inspires students to have college aspirations along with the academic skills and work ethic necessary to succeed. EAPrep is open to all students, grades 2 -10, living in East Austin, with a **mission to prepare all students, regardless of background, for college and career attainment**. EAPrep's comprehensive educational programming includes a rigorous college preparatory curriculum in an extended day, with a particular emphasis on STEM subjects (Science, Technology, Engineering, and Mathematics). The emphasis on college awareness, readiness, and STEM evolves from the deep commitment of school leadership to not only prepare all students for a 21st century technological society but also to transform a community facing challenges into a community of opportunity.

At EAPrep, where 85% of our student population is Hispanic, our mission and obligation to the next generation of students is to ensure all become college graduates and community leaders who are equipped with the skills, knowledge and tools needed to succeed in a 21st century, STEM-focused economy. EAPrep is doing just that, by emphasizing a rigorous STEM and computing curriculum and providing an innovative video game design program for all students in 5th grade and older.

3. Please list your organization's affiliations, community partnerships, certifications, and/or accreditations. (*response required for all agencies*)

Affiliations: National Council of La Raza

Accreditations: Accredited by the Council on Accreditation

Community Partnerships:

Both Southwest Key and EAPrep enjoy a wide range of community partnerships with collaborating partners that include, but are not limited to, the following:

- AMD
- Austin Community College (ACC)
- Austin Soundwaves
- Ballet East Dance Company
- Better Bodies
- Bilingualistics
- Boys & Girls Club of the Austin Area
- Cafe del Sol at Southwest Key
- Capital Area Food Bank of Texas
- Days of the Dead / Dia de los Muertos (TODO Austin)
- East Austin College Prep
- East Austin Voter Mobilization Initiative
- Educational Insight
- El Buen Samaritano
- First Tee of Greater Austin
- Foundation Communities
- Girl Scouts of Central Texas
- Hispanic Alliance for the Performing Arts
- Hispanic Physicians Association of Austin
- Impact Austin
- KaBOOM!
- KDK-Harman Foundation
- KLRU
- LULAC Texas District 12
- Magellan International School School
- MexNet Alliance
- National Council of La Raza
- PODER: People Organized in Defense of the Earth and Her Resources
- Proyecto Teatro
- Randolph-Brooks Federal Credit Union
- RBJ Center
- Rosewood Choice Neighborhoods
- Running with Angels
- Take Back the Trail
- Texas A&M AgriLife Extension Service
- The Cipher: Austin's Hip Hop Project

- The Coffee Bean & Tea Leaf
- TODO Austin
- Univision 62 TV
- University Leadership Initiative
- UT School of Nursing
- UT School of Social Work
- Ventanilla de Salud
- WeViva
- Xenogia Spoken Word Collective

Through these partnerships and collaborations, both Southwest Key and EAPrep are able to bring a multitude of much need services and resources directly into this impoverished East Austin community.

4. What is the total number of unduplicated clients served by your organization at this location last fiscal year? (*response required for non-profit agencies only*)

Approximately 5,547 unduplicated youth and adults were served at the Southwest Key/EAPrep 6002 Jain Lane location (primary proposed location) during the last fiscal year through a network of over 40 community partners. Additionally, approximately 1,680 unduplicated youth and adults were served at our secondary proposed location at 5800 E. Martin Luther King Blvd.

5. Briefly provide an overview of your organization and the services it offers. (*response required for all agencies*)

Established in 1987, Southwest Key was founded out of a belief that youth do not fare well in institutions and that they are helped much more significantly by community-based organizations that can work with entire families and community support systems. Our organization was established with the specific aim of providing community-based alternatives to detention and incarceration for youth involved in the juvenile justice system. Since then, we have built an outstanding reputation in the area of juvenile justice by designing and implementing innovative and effective youth and family support and treatment programs nationwide. Southwest Key Programs currently ranks **5th among the Top Hispanic Nonprofits** in America, employing a creative and diverse staff of over 2,000 employees in six states nationwide including major cities throughout Arizona, California, Georgia, New York, Texas, and Wisconsin.

Southwest Key's first programs were designed to provide intensive supervision and tracking services to at-risk youth as alternatives to out-of-home placement. We have since expanded our program models to include juvenile delinquency prevention programs, family preservation programs, immediate intervention services for at-risk youth, wraparound services, residential treatment facilities, emergency shelters, transitional living programs, evening support programs, alternative education schools, college preparatory charter schools, and adult and youth literacy programs. Because of Southwest Key's work, thousands of youth have been diverted from prisons, jails, and institutions, enabling them to stay at home with their families and out of trouble. Southwest Key has reunified thousands of immigrant children with their families and provided these unaccompanied minors with 24-hour care and education. At Southwest Key we are proud of the work we do and strive daily to make a lasting and lifelong difference in the lives of the youth and families we serve.

Since our organization's inception in 1987, Southwest Key has grown into a nationally-recognized agency known for its innovative and caring work serving at-risk and underserved populations. The vision of our founder and Chief Executive Officer, Dr. Juan Sánchez, has always been to identify and invest in those communities where troubled young people of color live as a means of deterring them from delinquency and

supporting them in positive social and academic endeavors. Throughout his years of work with this population, he became convinced that the only way to successfully address the issues these youth face is to address the challenging circumstances of their communities as a whole. As a result, in 2002 Southwest Key initiated the East Austin Community Development Project, an extensive community revitalization initiative in the Govalle/Johnston Terrace neighborhood located in Austin's East side. This extremely impoverished community is plagued with high rates of poverty, teen pregnancy, and high school dropout and has long struggled with educational and economic deprivation. As a result, this predominantly minority neighborhood (81.6 % Latino and 10.4 % African-American residents) suffers from issues related to very low educational attainment and chronic poverty and is in great need of a wide range of educational programs and support services. This community development project provided an opportunity for neighborhood residents to build their community from within and guide the community development process. Through the process of empowerment and raising awareness, combined with the building of the facility itself, Southwest Key helped to create new jobs and other economic stimulus, promote family and community life, and ultimately enhance the quality of life for people in this often overlooked community.

In 2007, Southwest Key completed construction of El Centro de Familia (the Family Center) at 6002 Jain Lane in Austin, Texas. This facility, which now also serves as Southwest Key's corporate headquarters, provides a wide range of educational, economic, and social services – all designed to help enhance the education levels, quality of life, employment marketability, and economic earning capability of the people residing in this area. As “the heart of the family,” El Centro de Familia is a hub for job creation, leadership development, and quality education. It is a place where people of all ages can engage in a wide range of services offered through the East Austin Children's Promise, a growing collective initiated and guided by Southwest Key Programs to bring opportunities and prosperity to East Austin. Wrap-around services provided through the East Austin Children's Promise utilize a holistic approach that targets education and employment across the life-span. Services provided at El Centro de Familia include: rigorous school instruction, after-school and summer youth programming; adult education such as GED, ESL, and computer literacy; wellness classes like fitness and zumba; cultural arts through dance, music and theatre; workforce development through 1-on-1 job coaching and OSHA certifications.

In response to a glaring need and the community's demand for increased educational opportunities for their children, Southwest Key set a goal to open a new charter middle school in this impoverished community. In 2009, as previously mentioned, **East Austin College Prep (EAPrep)** opened at Southwest Key's El Centro de Familia campus at 6200 Jain Lane in Austin, Texas. EAPrep is an innovative, tuition-free public school open to any 2nd-10th grader in Travis County. The school will expand to serve 11th and 12th grades in 2014 and 2015, respectively. EAPrep implements a results-focused rigorous **college preparatory** curriculum with an emphasis on the belief that with more time for learning all students will succeed. EAPrep employs strategies to maintain a nurturing atmosphere, giving students the opportunity to develop strong **leadership** skills, a solid foundation in **STEM** subjects (Science, Technology, Engineering & Math), and discover talent through dozens of **extracurricular** programs. The demand for EAPrep's high quality academic instruction has since caused the school to outgrow its campus. As such, in 2012 EAPrep expanded to include a second campus at 5800 E. Martin Luther King Blvd in Austin, Texas.

6. Describe the community issues your organization is attempting to address. Include a description of the population most at risk of experiencing the issues described. (response required for non-profit agencies only)

The primary service area for the proposed Google Fiber Community Connections Program is the East Austin community which encompasses the geographic region to the immediate east and west of U.S. Highway 183, south of U.S. Highway 290, and north of the Colorado River. Six census tracts align along U.S. Highway

183 in this service area including tracts 21.08, 22.01, 22.08, 21.09, 21.10, and 21.11. Approximately 21,767 individuals reside in this extremely impoverished area where the average per capita income is \$14,435¹, significantly less than the per capita income for Austin (\$30,178), Texas (\$24, 966), and the United States (\$27,158)².

This East Austin neighborhood is mostly populated by minority residents (81.6 % Latino and 10.4 % African-American residents) who are isolated economically, educationally, socially, and politically from the rest of the city (Center for Housing Studies, 2009). In this area, high incidence of dropouts, substance abuse, crime, gang activity, violence, poverty, low educational attainment, high teen pregnancy, limited resources and services, substandard housing, and inadequate healthcare are common.

Because of the extreme poverty in the area, many youth, adults, and families experience a digital divide and do not have access to up-to-date computer technologies, including Internet access. Low-income students are dependent upon schools to meet their academic and educational needs, yet many schools in low-income communities cannot afford to support effective programming, leaving poor children with no access to services in schools and little access to educational opportunities during out of school time, furthering the digital divide. As recently as 2010, research shows that just 45% of households that earned less than \$30,000 per year had access to the internet^[1].

The lack of technological resources directly impacts the educational success of local youth, where oftentimes East Austin youth academically underperform other youth their age from other more affluent Austin regions. According to the Texas Education Agency's Academic Excellence Indicator 2011-2012 Campus Performance Reports, high school students from East Austin experience limited academic success compared to their district (Austin Independent School District) and state counterparts. Dropout rates for East Austin high schools including Reagan, LBJ, and Eastside Memorial High Schools are greater than both the state and district dropout rates. In fact, the 2010 – 2011 dropout rates for LBJ High School (8.0%) was more than double that of the Austin Independent School District (3.2%) and more than triple that of the state (2.4%).

2010 – 2011 Annual Dropout Rate (Grades 9 – 12)				
State	District	Reagan HS	LBJ HS	Eastside Memorial
2.4%	3.2%	3.3%	6.8%	5.7%

Graduation rates similarly report a significant disproportionality between local East Austin high schools and their counterparts. For example, the 4- Year Graduation Rates Without Exclusions for both Reagan (63.2%) and LBJ (71.6%) High Schools were significantly less than those for the Austin Independent School District (80.0%) and the state (85.9%). (Note: Data was not available for Eastside Memorial since it had recently been repurposed).

Class of 2011			
4-Year Graduation Rate Without Exclusions (Grades 9 – 12)			
State	District	Reagan HS	LBJ HS
85.9%	80.0%	63.2%	71.6%

¹ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

² U.S. Census Bureau. 2009 – 2011 American Community Survey 3-Year Estimates. Selected Economic Characteristics.

^[1] Pew Research Centers Internet and American Life Project, 2010 Tracking Survey

Long-lasting academic and educational depravation has limited the educational attainment of multiple East Austin generations where 28% of adults 25 years or older have less than a 9th grade education and 52% do not have a high school diploma.

Further, when populations in a community are not able to access and use technology, the entire community suffers. Not having basic technology skills prevents individuals from entering a competitive job market because most companies require online applications, digital resumes, and require basic computer skills as part of the job description. As a result, the continued cycle of low-paying jobs and chronic poverty is continued for another generation.

In direct alignment with Austin's Digital Inclusion Vision that “All residents, institutions and businesses will have the tools, skills and motivation to gain value from the digital society”, Southwest Key and EAPrep understand that it is of critical importance to break the digital divide and provide local residents with access to modern computer technologies and resources. To effectively address the educational and economic needs of the community, it is essential that local youth and adults have equitable access to computer technologies and resources so that they are more appropriately prepared with 21st Century knowledge, skills, and tools that will support them both in succeeding academically as well as in their future careers.

The Google Fiber Community Connections Program addresses this issue by promoting digital inclusion and addressing the digital divide experienced in this impoverished community. By providing local residents with access to 21st Century technological tools and resources, individuals will be more appropriately equipped to gain value from the digital society. By leveraging technology, local youth and adult residents will become more knowledgeable, creative, and innovative and will be more appropriately equipped to effectively compete in school, college, and careers with others throughout the city, state, country, and even around the world. Investing in technological resources and improving the technological knowledge of East Austin residents will empower individuals with the skills needed to secure better paying jobs and ultimately end the chronic cycle of poverty experienced in this community.

7. Describe the demographics (e.g. ethnicity, gender, age, and income levels) and geographic characteristics of the community members your organization serves. (*response required for non-profit agencies only*)

East Austin is a predominantly minority community challenged by high poverty, unemployment, and school dropout rates and chronic academic underachievement, including excessive violence and criminal activity. As previously discussed, the primary service area for the Google Fiber Community Connections Program encompasses the geographic region to the immediate east and west of U.S. Highway 183, south of U.S. Highway 290, and north of the Colorado River. Six census tracts align along U.S. Highway 183 in this service area including tracts 21.08, 22.01, 22.08, 21.09, 21.10, and 21.11. Approximately 21,767 individuals reside in this extremely impoverished area where the average per capita income is \$14,435³, significantly less than the per capita income for Austin (\$30,178), Texas (\$24, 966), and the United States (\$27,158)⁴. Provided below is a summary of the per capita incomes of the target census tracts.

Per Capita Incomes for Targeted Census Tracts ⁵			
Census Tract 21.08	\$16,614	Census Tract 21.09	\$19,653
Census Tract 22.01	\$13,546	Census Tract 21.10	\$11,376
Census Tract 22.08	\$12,111	Census Tract 21.11	\$13,314

³ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

⁴ U.S. Census Bureau. 2009 – 2011 American Community Survey 3-Year Estimates. Selected Economic Characteristics.

⁵ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

6002 Jain Lane, Austin, Texas, 78721 (Census Tract 21.11):

The census tract in which the primary proposed property lies on (21.11) is a poverty-stricken community in which 38.6%⁶ of the population lives below the poverty line compared to 19.6% for Austin, 17.8% for Texas, and 15.2% for the United States. Similarly, 63.1%⁷ of children from this census tract live below the poverty line compared to 27.7%, 25.5%, and 21.4%⁸ for Austin, Texas, and the United States, respectively. This predominantly minority community, consisting of 81.6 % Latino and 10.4 % African-American residents, reports a per capita income of \$13,314 and a median household income of \$19,034⁹ compared to median household incomes of \$50,654 for Austin, \$50,266 for Texas, and \$51,484 for the United States¹⁰.

5800 E. Martin Luther King Blvd, Austin, Texas, 78721 (Census Tract 21.08):

The census tract in which the secondary proposed property lies on (21.08) is a poverty-stricken community in which 28.1%¹¹ of the population lives below the poverty line compared to 19.6% for Austin, 17.8% for Texas, and 15.2% for the United States. Similarly, 45.1%¹² of children from this census tract live below the poverty line compared to 27.7%, 25.5%, and 21.4%¹³ for Austin, Texas, and the United States, respectively. This community is similarly predominantly minority, consisting of 52.8% African American and 32.3% Hispanic individuals, reports a per capita income of \$16,614 and a median household income of \$29,551¹⁴ compared to median household incomes of \$50,654 for Austin, \$50,266 for Texas, and \$51,484 for the United States¹⁵.

The neighborhoods and communities immediately surrounding these proposed sites similarly report high poverty levels. For example, census tract 22.08, located directly across the property on the east side of U.S. Highway 183, reports a per capita income of only \$12,111¹⁶, resulting in 32.6% of the population living below the poverty level and 40.4% of children living below poverty¹⁷.

8. Describe your organization's accessibility (e.g. accessible main entrance, within blocks of a public bus stop, etc.). *(response required for non-profit agencies only)*

Southwest Key's El Centro de Familia and EAPrep elementary campus are both located at 6002 Jain Lane, Austin, Texas, 78721. Located in the Johnston Terrace Neighborhood in Austin's East side, Jain Lane directly intersects with Garder Lane and East Austin Memorial High School to the East and Shady Lane to the West. The site is approximately two blocks east of Hwy 183, one block north of Bolm Road, and slightly northwest of Airport Boulevard. This site has one accessible main entrance, one additional accessible secondary entrance, and is located less than half a block from a public bus stop (Gardner Lane).

The second proposed site (5800 Martin Luther King Boulevard in Austin, Texas, 78721), also located in the East side of the Austin's metropolitan area, is situated on the northwest corner of U.S. Highway 183 and Martin Luther King Boulevard. The site is northeast of Central Austin and has existing access from US-183 and MLK Boulevard, both of which are significant connecting corridors. Several public bus stops are located within blocks of this site both to the east and west of EAPrep middle/high school campus on Martin Luther

⁶ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

⁷ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

⁸ U.S. Census Bureau. 2009 – 2011 American Community Survey 3- Year Estimates. Poverty Status in the Past 12 Months.

⁹ U.S. Census Bureau. 2009 – 2011 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

¹⁰ U.S. Census Bureau. 2009 – 2011 American Community Survey 3-Year Estimates. Selected Economic Characteristics.

¹¹ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

¹² U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

¹³ U.S. Census Bureau. 2009 – 2011 American Community Survey 3- Year Estimates. Poverty Status in the Past 12 Months.

¹⁴ U.S. Census Bureau. 2009 – 2011 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

¹⁵ U.S. Census Bureau. 2009 – 2011 American Community Survey 3-Year Estimates. Selected Economic Characteristics.

¹⁶ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

¹⁷ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

King Boulevard.

**9. If selected, how will your organization incorporate Google Fiber into the services it offers?
(response required for all agencies)**

In direct alignment with its mission, Southwest Key Programs and EAPrep are committed to breaking the digital divide experienced in this community and *opening doors to opportunity so that individuals can achieve their dreams*. As such, each of our programs incorporates education, information, and services designed to provide individuals, regardless of age, ethnicity, or socioeconomic background, with the tools, knowledge and skills they need to be successful. Southwest Key and EAPrep strive to include access to technological resources and information in a majority of the programs and services that we offer throughout this community. As part of this digital inclusion, our organizations provides adults and children from throughout the community access to El Centro de Familia's Community Technology Center year round. EAPrep and collaborating partners such as the Boys & Girls Club and East Austin Children's Promise Adult Programming utilize the Community Technology Center throughout the school year both during (EAPrep) and after school hours providing teachers, students, and the general public access to computers and Internet technologies. Adult Programming provides individuals with training in basic computer applications and software including Internet use, basic Microsoft applications, email, etc. Additionally, during the summer EAPrep, the Boys & Girls Club, and East Austin Children's Promise Adult Programming utilize the Community Technology Center to support summer learning including the STEM (Science, Technology, Engineering, and Math) Summer Institute held annually at El Centro de Familia.

Having a Google Fiber connection would allow us to expand the hours and services available to local residents at our Computer Technology Center who use it for school projects, financial literacy, job searches, resume development, job skills training, STEM training, and other purposes which promote and enhance technological skills building. Additionally, access to these faster connections will facilitate training provided at the Community Technology Center as well hosting provided at remote sites.

10. The City of Austin requires an annual report explaining how selected organizations and the community they serve benefit from Google Fiber. If selected, how will your organization measure the impact Google Fiber has on those served by your organization? Describe evaluation methods, goals, and objectives. (response required for all agencies)

Southwest Key Programs is a data-driven organization which utilizes data and outcomes to guide decision-making, highlight strengths, and identify areas for improvement. Southwest Key utilizes a highly sophisticated data evaluation program, Efforts to Outcome (ETO®) Software developed by Social Solutions, to capture data and ensure continuous program improvement. Thus, Southwest Key, EAPrep, and collaborating partners are all poised to implement evaluation practices and maintain data collection practices and methods throughout the project period.

Southwest Key and EAPrep will utilize systematic methods to measure fidelity of implementation, outputs, and outcomes. Validated instruments to collect data on each goal and performance measure listed below have and will continue to be developed by Southwest Key's Quality Assurance Team. Data collection will start with a thorough identification of assets and inventory of existing resources, services, and currently utilization which will serve as baseline data. Data collection will also include collection and maintenance of service and participant data on each performance measure listed below.

Utilizing ETO, Southwest Key staff will build a longitudinal data application tool/system that integrates utilization data from multiple sources (such as El Centro de Familia Computer Technology Center Southwest Key Programs, EAPrep, and collaborating partners) in order to measure progress on goals and performance

indicators. Baseline data will be collected by Southwest Key and EAPrep staff upon award of grant.

The goals and performance measures for the Southwest Key Google Fiber Community Connections Program include the following:

Goal #1: Increase annually the number of open public access hours provided at El Centro de Familia's Computer Technology Center by five percent each year (from the baseline).

Performance Measure: The number of Computer Technology Center public open access hours will increase by five percent each year (from the baseline).

Performance Measure: The number of hours of individual technological support and group training provided will increase by five percent each year (from the baseline).

Goal #2: Increase the number of individuals who utilize computer technologies made available through public access hours at El Centro de Familia's Computer Technology Center, Southwest Key, and EAPrep by ten percent each year (from the baseline).

Performance Measure: Increase the number of individuals who utilize computer technologies at at El Centro de Familia's Computer Technology Center, Southwest Key, and EAPrep by ten percent each year (from the baseline).

Goal#3: Increase the computer technology training opportunities provided at El Centro de Familia's Computer Technology Center, Southwest Key Programs, and EAPrep for both youth and adults by five percent each year (from the baseline).

Performance Measure: The number of hours of individual technological training and support provided will increase by five percent each year (from the baseline).

Performance Measure: The number of hours of technological group training provided will increase by five percent each year (from the baseline).

Goal #4: Increase the use of social connections, video conferencing, distance learning, and other software utilization at El Centro de Famila's Computer Technology Center, Southwest Key Programs, and EAPrep by five percent each year (from the baseline).

Performance Measure: The number of individuals utilizing and benefiting social connections, video conferencing, distance learning, and other software utilization at El Centro de Famila's Computer Technology Center, Southwest Key Programs, and EAPrep will increase by five percent each year (from the baseline).

Community

(responses required for all agencies)

- 1. Briefly describe how Google Fiber will enhance public participation in your organization's service.**

Due to the extreme poverty in this region, many residents, families and youth do not have Internet services. Rather, individuals and students must access Internet services for work, personal, or school related projects at their place of employment, school, or at public facilities.

Google Fiber will greatly increase Southwest Key Programs' and EAPrep's combined organizational capacity to interact and engage with East Austin residents. Through the implementation of Google's Community Connections, Southwest Key Programs and EAPrep will be able to facilitate high speed Internet access and services for East Austinites and providing fiber speed Internet access directly to the public. This effort will also support and enhance digital inclusion and stimulate technological innovation in this frequently overlooked community.

The Community Connections Program and Google Fiber will enhance public participation in Southwest Key Programs' and EAPrep's organizational services from the onset of implementation. First, to announce and promote this new initiative and services throughout the area, Southwest Key, EAPrep, and community partners will implement an extensive marketing and outreach initiative to disseminate information about the program and engage local residents in learning more about Google Fiber and Community Connections. This marketing and community outreach campaign will include, but is not limited to, utilizing the websites and social media accounts of Southwest Key, EAPrep, and collaborating partners to post information about Google Fiber and Community Connections information as well as information regarding activities, programming, hours of operation, and services offered at El Centro de Familia and EAPrep center locations. The marketing campaign will also incorporate the: 1) creation and distribution of informational flyers, brochures, and quarterly newsletters (electronic and hard copies) to employees, students, parents, care givers, teachers, and the general community; 2) distribution of information through neighborhood canvassing; 3) public service announcements, press releases, and social media eblasts; 4) posting of information in local newspapers; and 5) announcements and presentations at Southwest Key and EAPrep Board meetings, EAPrep new student/parent orientation, and throughout various community-wide events held at El Centro de Familia.

To further ensure accessibility to all community members, as well as enhance public participation in our organizations' services, large informational signs will be posted throughout the neighborhood and local community to promote the Community Connections Program, Google Fiber, and other available programs. Southwest Key's Community Engagement Team will play a critical role in community-wide dissemination of information. At the same time, EAPrep will utilize public and school announcements and letters to parents to further disseminate information about these various initiatives.

Once this extensive marketing campaign has been completed and the Google Fiber Community Connections Program is implemented in this community, the possibilities of enhancing the public's knowledge of and participation in our organizations' services is endless. With the community's increased access to high speed internet, our organizations will continue to utilize websites and social media to reach local residents and promote available programming and available services via online website updates, public service announcements, press releases, and social media eblasts. By supporting the digital inclusion of individuals from this throughout this community, the Google Fiber Community Connections Program will enable Southwest Key, EAPrep, and collaborating partners to more effectively interact with and engage the public in our organization's services.

2. Briefly describe how your organization promotes digital inclusion.

At Southwest Key Programs and EAPrep we understand the critical importance of providing individuals of all ages with access to Internet and technology services and equipment. As discussed in a previous response, both Southwest Key and EAPrep are committed to promoting digital inclusion throughout this impoverished community. At El Centro de Familia, Southwest Key promotes digital inclusion by providing adults and children from throughout the community access to El Centro de Familia's Community Technology Center year round. EAPrep and collaborating partners such as the Boys & Girls Club and East Austin Children's

Promise Adult Programming utilize the Community Technology Center throughout the school year both during (EAPrep) and after school hours providing teachers, students, and the general public access to computers and Internet technologies. Adult Programming provides individuals with training in basic computer applications and software including Internet use, basic Microsoft applications, email, etc. Additionally, during the summer EAPrep, the Boys & Girls Club, and East Austin Children's Promise Adult Programming utilize the Community Technology Center to support summer learning including the STEM (Science, Technology, Engineering, and Math) Summer Institute held annually at El Centro de Familia.

Additionally, EAPrep further promotes digital inclusion in this community by providing students access to an engaging blended learning system through *Globaloria*. This social learning network supports students in middle and high school to develop digital literacy, STEM knowledge, and global citizenship skills through game design. EAPrep students learn to create their own video games while educators and youth are supported by technology experts and peers through every step. Students learn by doing, gaining critical skills, and content knowledge by co-creating (programming) original educational web games focusing on STEM. The curriculum is aligned with state standards for systemic integration into the school curriculum, systems, and comprises programmable wikis and blogs, game design and programming tutorials, game-content resources, and virtual support systems. Students drive the design process, taking an original idea (game concept) to final product (game) while learning. Thus, students become educated in both technical and computational skills and in content knowledge.

3. Will bringing Google Fiber to your organization help the underserved? Please explain.

Bringing Google Fiber to Southwest Key Programs, EAPrep, and these East Austin communities will have a tremendous positive impact in these underserved communities. As previously discussed the proposed sites are severely economically distressed. For example, the primary proposed site at 6002 Jain Lane, Austin, Texas, 78721, is a poverty-stricken community in which 38.6%¹⁸ of the population lives below the poverty line and 63.1%¹⁹ of children from this census tract live below the poverty line. This area reports a per capita income of only \$13,314 and a median household income of \$19,034²⁰.

Similarly, the secondary proposed site at 5800 E. Martin Luther King Blvd, Austin, Texas, 78721, is also an extremely impoverished community in which 28.1%²¹ of the population lives below the poverty line and 45.1%²² of children from this census tract live below the poverty line. This area reports a per capita income of only \$16,614 and a median household income of \$29,551²³. Because of the tremendous poverty in each of these communities, youth, adult, and family residents are oftentimes unable to access up-to-date technologies and resources. As a result, these communities experience a huge digital divide which has attributed to minimal academic success and chronic poverty.

Google Fiber will assist our organizations in reaching more residents from this impoverished community through increased community outreach, social media visibility, and online outreach. As a result, Southwest Key, EAPrep, and collaborating partners will increase our capacity to provide greater and more effective services to the East Austin community.

¹⁸ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

¹⁹ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

²⁰ U.S. Census Bureau. 2009 – 2011 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

²¹ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

²² U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

²³ U.S. Census Bureau. 2009 – 2011 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

4. How much of your community will benefit from the Google Fiber connection?

We project that approximately more than 90% of our local community will benefit from the Google Fiber connection. As previously discussed, both the primary and secondary proposed sites are extremely impoverished communities in which facing chronic severe economic conditions that have resulted in high drop-out, high unemployment and underemployment, and chronic poverty. As a result, a majority of the residents in this area are not able to purchase or utilize modern technologies or resources as would other more affluent communities. As such, we anticipate that a majority of our community will take advantage of and benefit from the services, technological advancements, and resources made available through Google Fiber.

5. Briefly describe how your organization will offer a new community service as a result of the Google Fiber connection.

A Google Fiber connection in this East Austin community would allow Southwest Key Programs and EAPrep to greatly serve more individuals and bring additional services to these impoverished communities. As a result of a Google Fiber connection, we anticipate experiencing the following at El Centro de Familia's Computer Technology Center, Southwest Key Programs, and EAPrep:

- Increased number of open public access hours provided at El Centro de Familia's Computer Technology Center;
- Increased number of individuals who utilize computer technologies made available through public access hours;
- Increased computer technology training opportunities provided; and
- Increased use of social connections, video conferencing, distance learning, and other software utilization.

More importantly, the ultimate result of a Google Fiber connection will be the increased utilization, knowledge and skills related to computer technologies and resources.

Innovation

(responses required for all agencies)

1. Please describe the potential innovative applications that could be developed with a gigabit connection.

Southwest Key Programs, EAPrep, and collaborating partners are very excited by the potential innovative applications that a gigabit connection could bring to this community. This gigabit connection can bring a multitude of educational innovations for both students and adults. For example, this connection can greatly enhance EAPrep's capacity to provide students with access to many 21st Century and state-of-the-art educational and academic concepts through distance learning and video-conferencing. These innovations would allow EAPrep students opportunities to learn from experts in the field of education globally as well as provide access to academic research, educational learning tools, and information that they would otherwise not be able to access.

Similarly, this gigabit connection would greatly enhance job searching services provided at El Centro de Familia's Social Enterprise Complex through the East Austin Children's Promise's Adult Programming. For example, we foresee developing applications that facilitate a wide range of job search activities such as aggregated resume development and/or job search websites. Additionally, we would like to develop an application which would more easily and quickly guide job seekers to potential employment opportunities. At the same time, a gigabit connection would enhance job skills and workforce development training provided by Southwest Key's Job Coach and collaborating partners by allowing these programs to provide more advanced training via distance learning and video-conferencing.

Having a gigabit connection would facilitate greater access to each of these innovations and applications as our current Internet service has limited speeds, capabilities, and often suffers connectivity issues.

2. Does your organization have or foresee high bandwidth applications?

Neither Southwest Key Programs nor EAPrep currently have high bandwidth applications. However, as mentioned in the previous response our organizations are in the process of conceptualizing and developing several applications, including but not limited to: distance learning, video-conferencing, and job search and jobs training applications that would reach optimal performance with a gigabit connection.

3. Briefly describe how your organization is interested in advancing your technology.

In direct alignment with its mission of "*Opening doors to opportunity so that individuals can achieve their dreams*", Southwest Key, EAPrep, and collaborating partners are committed to advancing technology and related opportunities in this community from which local residents can directly benefit. Our goal is to increase the technological literacy skills of all individuals in this community, and particularly at-risk minority, low-income, and under-represented individuals, to successfully function and compete in school, college, and the 21st century workforce.

As previously discussed, both Southwest Key and EAPrep offer a multitude of learning opportunities specifically designed to teach individuals from throughout this community basic and advanced technology skills. For example, as part of our commitment to supporting access to advanced technological learning opportunities in this area, Southwest Key and EAPrep provide local youth and students with access to STEM (Science, Technology, Engineering, and Mathematics) learning opportunities both throughout the school year (Globaloria) and during the summer (STEM Summer Institute). In the semi-annual report on the STEM workforce, *Rising Above the Gathering Storm* (2007), members of the National Academies of Science projected that scientific and engineering occupations are expected to continue to grow more rapidly than occupations in general with a projected 70 percent greater increase by 2012 or 1.25 million additional STEM jobs. Many argue that if the U.S. is to maintain its economic leadership and compete in the new global economy, today's K-12 students must be better prepared and encouraged to enter STEM careers.

Driven by the above-mentioned research, and as previously discussed, EAPrep implements a blended learning system through *Globaloria*, a social learning network where students in middle and high school develop digital literacy, STEM knowledge, and global citizenship skills through game design. EAPrep students learn to create their own video games while educators and youth are supported by technology experts and peers through every step. Students learn by doing, gaining critical skills, and content knowledge by co-creating (programming) original educational web games focusing on STEM. The curriculum is aligned with state standards for systemic integration into the school curriculum, systems, and comprises programmable wikis and blogs, game design and programming tutorials, game-content resources, and virtual support systems. Students drive the design process, taking an original idea (game concept) to final product (game) while learning. Thus, students become educated in both technical and computational skills and in

content knowledge.

Globaloria consists of a yearlong academic curriculum comprised of programmable wikis, blogs, game-design, and programming tutorials and industry-standard software development tools, bundled together by a virtual support system for educators and students. Globaloria addresses the digital divide faced by traditionally underserved students while, at the same time, supporting core academic competencies, encouraging collaboration, and developing critical thinking skills. It promotes mastery of technology skills, and encourages media creation versus consumption.

EAPrep has demonstrated significant academic and technological achievements as a result of its focus on STEM and Globaloria. The school is notable for its academic impact on students in comparison with its campus group. In 2010-11, EAPrep outperformed similar campuses in both reading and math. In addition, EAPrep students have made rapid improvements in core academic subjects. From 2010-11, 6th grade reading scores saw a substantial increase of six percent while math scores surged ten percent. Similarly, the percentage of students earning a “commended” score on state standardized tests went from sixteen percent in reading and five percent in math in 2010 to twenty and fourteen percent in 2011, respectively. EAPrep Globaloria students have also distinguished themselves in national competitions including **winning the Gold Medal in Game Design at the National Scholastic Art & Writing Awards**.

Similar to Globaloria, Southwest Key’s East Austin Children Promise Adult Literacy Programs strives to help build the technological literacy, critical thinking, and communication skills of traditionally underserved adults. In an increasingly connected world, it is essential for adults to learn strong communication and collaboration skills. Through basic computer courses offered through our Adult Literacy Programs, individuals are able to learn computer technologies and competencies through engaging one-on-one and group instruction. Learning technology allows individuals to explore and develop their problem-solving, creative, and critical thinking abilities.

Currently, only 7% of Texas’ workforce in science and engineering fields are African-American and Latino. Cultivating individuals’ passion towards the attainment of technological skills in a community plagued by very low educational attainment rates and high unemployment is a key long-term goal of both Southwest Key Programs and EAPrep. Both the implementation of Globaloria and adult literacy computer programming was intended to provide children, youth, and adults with 21st century skills as well as preparation for college and in-demand careers.

While our organizations have been successful in supporting individuals in enhancing basic technology skills, access to a gigabit connection would allow us to advance technologies and technological learning opportunities in this community. As part of these efforts, we would like to advance our organizations’ technologies and by expanding equipment, capacities, and services offered at our current Computer Technology Center (CTC) on Jain Lane. Additionally, we would like to develop a fully equipped, state-of-the-art CTC at EAPrep’s MLK site. Both CTCs would be available for both basic and advanced computer technology support, training, and classes for youth, students, and adults. These Centers will include multiple computer stations equipped with high-quality hardware components and up-to-date software programs and Internet connections. These CTCs will be utilized to support youth/student technology training such as Globaloria, basic computer skills, web design, and other 21st Century applications as well as adult basic education, GED and ESL instruction, and basic and advanced computer technology training to support career development and job preparation activities. Local residents will have access to computer literacy training in Internet utilization and basic and advanced Microsoft Office applications. Individuals from throughout the community will have the opportunity to access the CTCs and advanced technologies through registration in scheduled computer classes and/or during drop-in hours. As available, the Centers may also be reserved by local businesses and/or partnering agencies to provide more advanced computer skills training and

occupational/vocational preparation for on-going staff and community training.

4. Does your organization have the capacity and resources to advance your technologies? Please explain.

Southwest Key Programs has a permanent IT department with trained IT professionals who currently support the IT infrastructure for Southwest Key offices in 6 states nationwide, including EAPrep, providing services to more than 2,200 employees. Our highly skilled IT staff have experience designing and supporting network infrastructures, server technology and providing desktop support. Our staff are fully capable of supporting implementation of Google Fiber into our facility and community based programming.

Additionally, both Southwest Key and EAPrep have budgets specifically allocated to purchase equipment and technology beyond what we currently have, as needed. To maximize our impact in advancing technology utilization in this community, both Southwest Key and EAPrep are seeking additional funding from a wide range of external funding sources to leverage the opportunity for additional technology program activities at this site. Some of the funding sources and/or opportunities to which we have applied and/or plan to apply to request funding for technology activities include, but are not limited to: GTOPs, the KDK Harmann Foundation, Applied Materials, Bazaar Voice Foundation, Samsung, Silicon Labs, and the Webber Foundation. We are confident that several of these efforts will prove successful in leveraging resources to further advance technologies offered by both of our organizations.

Practical Pragmatic

(responses required for all agencies)

1. Will the connection help your organization financially? How?

The connection will assist both of our organizations financially as it will allow us to redirect funds towards other much needed programming throughout our community and school. For example, funding may be directed and utilized for programs and activities at this facility such as computer training, technology support, and community outreach to market the availability of the connection and technology resources at this site. Additionally, it will allow us to staff and increase open hour access at our computer technology center for more advanced learning and utilization. As a result, this connection and related resources would greatly impact this community by increasing the number of individuals reached.

2. Will this be the organization's primary or secondary connection?

Southwest Key Programs, Inc. and EAPrep currently use Grande Communications as their internet provider. If awarded this grant, the new connection would be a secondary connection.

3. Does your organization have (or will it have) equipment necessary to connect?

Southwest Key Programs, Inc. and EAPrep currently have the infrastructure necessary to connect Google Fiber including, but not limited to, firewalls, routers, network switches and cabling infrastructure. As the buildings at the proposed location are new facilities constructed in 2007 and 2008, they have been wired and equipped with up-to-date tools to facilitate faster connection speeds. We have an extensive Gigabit fiber and 10/100/1000 copper cabling infrastructure in place. Further, we have a secure, managed, wireless network providing separate VLANs for Southwest Key staff, partners, and the local community. If needed, our organizations have the ability to purchase additional IT equipment and tools to further support connections.

4. Does your organization currently have access to a high bandwidth connection?

Southwest Key Programs, Inc. and EAPrep currently use Grande Communications to provide our organizations, staff, collaborating partners, parents and students, local residents, and community with access to high bandwidth connections.

Community Connections Criteria Form

(Please complete this portion of application for each location in an electronic document and please explain each response, 1000 words maximum per response, please)

Criteria Form

Please include location if applying for more than one location:

Secondary Location: 5800 E. Martin Luther King Blvd, Austin, Texas, 78721

Organization

1. What is your agency's vision? *(response required for all agencies)*

The **vision** of Southwest Key Programs, Inc. is that **“Every person has an opportunity to thrive in a community that fosters success and social equity”**.

2. What is your agency's mission and purpose? *(response required for all agencies)*

Southwest Key Programs, Inc. is a **national nonprofit** organization providing transformative education, innovative safe shelters and alternatives to incarceration for over 6,000 youth each day, while creating opportunities for their families to become self-sufficient. Our **mission** is **“Opening doors to opportunity so individuals can achieve their dreams”**. The inspiring youth and parents we work with are seeking the American dream: equality, education, and a higher quality of life. At Southwest Key, we simply open the doors to opportunity so they can achieve these dreams. Southwest Key was recently ranked **5th Among the Top Hispanic Nonprofits in America** and is proud to be one of only three nonprofits in Austin to be accredited by the Council on Accreditation, the nation's leading human service accrediting body.

Since its inception 26 years ago, a cornerstone of all of our programs has been culturally-relevant education. Southwest Key has since refined its model by operating leading alternative schools throughout Texas, preventing hundreds of youth from dropping out of school by providing them with individualized education in a therapeutic setting. In 2009, **East Austin College Prep (EAPrep)** opened at Southwest Key's El Centro de Familia campus at 6200 Jain Lane in Austin, Texas. The demand for EAPrep's high quality academic instruction caused the school to outgrow its campus and in 2012 EAPrep expanded to include a second campus at 5800 E. Martin Luther King Blvd in Austin, Texas.

EAPrep is a free, public charter school that inspires students to have college aspirations along with the academic skills and work ethic necessary to succeed. EAPrep is open to all students, grades 2 -10, living in East Austin, with a **mission to prepare all students, regardless of background, for college and career attainment**. EAPrep's comprehensive educational programming includes a rigorous college preparatory curriculum in an extended day, with a particular emphasis on STEM subjects (Science, Technology, Engineering, and Mathematics). The emphasis on college awareness, readiness, and STEM evolves from the deep commitment of school leadership to not only prepare all students for a 21st century technological society but also to transform a community facing challenges into a community of opportunity.

At EAPrep, where 85% of our student population is Hispanic, our mission and obligation to the next generation of students is to ensure all become college graduates and community leaders who are equipped with the skills, knowledge and tools needed to succeed in a 21st century, STEM-focused economy. EAPrep is doing just that, by emphasizing a rigorous STEM and computing curriculum and providing an innovative video game design program for all students in 5th grade and older.

3. Please list your organization's affiliations, community partnerships, certifications, and/or accreditations. (*response required for all agencies*)

Affiliations: National Council of La Raza

Accreditations: Accredited by the Council on Accreditation

Community Partnerships:

Both Southwest Key and EAPrep enjoy a wide range of community partnerships with collaborating partners that include, but are not limited to, the following:

- AMD
- Austin Community College (ACC)
- Austin Soundwaves
- Ballet East Dance Company
- Better Bodies
- Bilingualistics
- Boys & Girls Club of the Austin Area
- Cafe del Sol at Southwest Key
- Capital Area Food Bank of Texas
- Days of the Dead / Dia de los Muertos (TODO Austin)
- East Austin College Prep
- East Austin Voter Mobilization Initiative
- Educational Insight
- El Buen Samaritano
- First Tee of Greater Austin
- Foundation Communities
- Girl Scouts of Central Texas
- Hispanic Alliance for the Performing Arts
- Hispanic Physicians Association of Austin
- Impact Austin
- KaBOOM!
- KDK-Harman Foundation
- KLRU
- LULAC Texas District 12
- Magellan International School School
- MexNet Alliance
- National Council of La Raza
- PODER: People Organized in Defense of the Earth and Her Resources
- Proyecto Teatro
- Randolph-Brooks Federal Credit Union
- RBJ Center
- Rosewood Choice Neighborhoods
- Running with Angels
- Take Back the Trail
- Texas A&M AgriLife Extension Service
- The Cipher: Austin's Hip Hop Project

- The Coffee Bean & Tea Leaf
- TODO Austin
- Univision 62 TV
- University Leadership Initiative
- UT School of Nursing
- UT School of Social Work
- Ventanilla de Salud
- WeViva
- Xenogia Spoken Word Collective

Through these partnerships and collaborations, both Southwest Key and EAPrep are able to bring a multitude of much need services and resources directly into this impoverished East Austin community.

4. What is the total number of unduplicated clients served by your organization at this location last fiscal year? (*response required for non-profit agencies only*)

Approximately 5,547 unduplicated youth and adults were served at the Southwest Key/EAPrep 6002 Jain Lane location (primary proposed location) during the last fiscal year through a network of over 40 community partners. Additionally, approximately 1,680 unduplicated youth and adults were served at our secondary proposed location at 5800 E. Martin Luther King Blvd.

5. Briefly provide an overview of your organization and the services it offers. (*response required for all agencies*)

Established in 1987, Southwest Key was founded out of a belief that youth do not fare well in institutions and that they are helped much more significantly by community-based organizations that can work with entire families and community support systems. Our organization was established with the specific aim of providing community-based alternatives to detention and incarceration for youth involved in the juvenile justice system. Since then, we have built an outstanding reputation in the area of juvenile justice by designing and implementing innovative and effective youth and family support and treatment programs nationwide. Southwest Key Programs currently ranks **5th among the Top Hispanic Nonprofits** in America, employing a creative and diverse staff of over 2,000 employees in six states nationwide including major cities throughout Arizona, California, Georgia, New York, Texas, and Wisconsin.

Southwest Key's first programs were designed to provide intensive supervision and tracking services to at-risk youth as alternatives to out-of-home placement. We have since expanded our program models to include juvenile delinquency prevention programs, family preservation programs, immediate intervention services for at-risk youth, wraparound services, residential treatment facilities, emergency shelters, transitional living programs, evening support programs, alternative education schools, college preparatory charter schools, and adult and youth literacy programs. Because of Southwest Key's work, thousands of youth have been diverted from prisons, jails, and institutions, enabling them to stay at home with their families and out of trouble. Southwest Key has reunified thousands of immigrant children with their families and provided these unaccompanied minors with 24-hour care and education. At Southwest Key we are proud of the work we do and strive daily to make a lasting and lifelong difference in the lives of the youth and families we serve.

Since our organization's inception in 1987, Southwest Key has grown into a nationally-recognized agency known for its innovative and caring work serving at-risk and underserved populations. The vision of our founder and Chief Executive Officer, Dr. Juan Sánchez, has always been to identify and invest in those communities where troubled young people of color live as a means of deterring them from delinquency and

supporting them in positive social and academic endeavors. Throughout his years of work with this population, he became convinced that the only way to successfully address the issues these youth face is to address the challenging circumstances of their communities as a whole. As a result, in 2002 Southwest Key initiated the East Austin Community Development Project, an extensive community revitalization initiative in the Govalle/Johnston Terrace neighborhood located in Austin's East side. This extremely impoverished community is plagued with high rates of poverty, teen pregnancy, and high school dropout and has long struggled with educational and economic deprivation. As a result, this predominantly minority neighborhood (81.6 % Latino and 10.4 % African-American residents) suffers from issues related to very low educational attainment and chronic poverty and is in great need of a wide range of educational programs and support services. This community development project provided an opportunity for neighborhood residents to build their community from within and guide the community development process. Through the process of empowerment and raising awareness, combined with the building of the facility itself, Southwest Key helped to create new jobs and other economic stimulus, promote family and community life, and ultimately enhance the quality of life for people in this often overlooked community.

In 2007, Southwest Key completed construction of El Centro de Familia (the Family Center) at 6002 Jain Lane in Austin, Texas. This facility, which now also serves as Southwest Key's corporate headquarters, provides a wide range of educational, economic, and social services – all designed to help enhance the education levels, quality of life, employment marketability, and economic earning capability of the people residing in this area. As “the heart of the family,” El Centro de Familia is a hub for job creation, leadership development, and quality education. It is a place where people of all ages can engage in a wide range of services offered through the East Austin Children's Promise, a growing collective initiated and guided by Southwest Key Programs to bring opportunities and prosperity to East Austin. Wrap-around services provided through the East Austin Children's Promise utilize a holistic approach that targets education and employment across the life-span. Services provided at El Centro de Familia include: rigorous school instruction, after-school and summer youth programming; adult education such as GED, ESL, and computer literacy; wellness classes like fitness and zumba; cultural arts through dance, music and theatre; workforce development through 1-on-1 job coaching and OSHA certifications.

In response to a glaring need and the community's demand for increased educational opportunities for their children, Southwest Key set a goal to open a new charter middle school in this impoverished community. In 2009, as previously mentioned, **East Austin College Prep (EAPrep)** opened at Southwest Key's El Centro de Familia campus at 6200 Jain Lane in Austin, Texas. EAPrep is an innovative, tuition-free public school open to any 2nd-10th grader in Travis County. The school will expand to serve 11th and 12th grades in 2014 and 2015, respectively. EAPrep implements a results-focused rigorous **college preparatory** curriculum with an emphasis on the belief that with more time for learning all students will succeed. EAPrep employs strategies to maintain a nurturing atmosphere, giving students the opportunity to develop strong **leadership** skills, a solid foundation in **STEM** subjects (Science, Technology, Engineering & Math), and discover talent through dozens of **extracurricular** programs. The demand for EAPrep's high quality academic instruction has since caused the school to outgrow its campus. As such, in 2012 EAPrep expanded to include a second campus at 5800 E. Martin Luther King Blvd in Austin, Texas.

6. Describe the community issues your organization is attempting to address. Include a description of the population most at risk of experiencing the issues described. (response required for non-profit agencies only)

The primary service area for the proposed Google Fiber Community Connections Program is the East Austin community which encompasses the geographic region to the immediate east and west of U.S. Highway 183, south of U.S. Highway 290, and north of the Colorado River. Six census tracts align along U.S. Highway

183 in this service area including tracts 21.08, 22.01, 22.08, 21.09, 21.10, and 21.11. Approximately 21,767 individuals reside in this extremely impoverished area where the average per capita income is \$14,435¹, significantly less than the per capita income for Austin (\$30,178), Texas (\$24, 966), and the United States (\$27,158)².

This East Austin neighborhood is mostly populated by minority residents (81.6 % Latino and 10.4 % African-American residents) who are isolated economically, educationally, socially, and politically from the rest of the city (Center for Housing Studies, 2009). In this area, high incidence of dropouts, substance abuse, crime, gang activity, violence, poverty, low educational attainment, high teen pregnancy, limited resources and services, substandard housing, and inadequate healthcare are common.

Because of the extreme poverty in the area, many youth, adults, and families experience a digital divide and do not have access to up-to-date computer technologies, including Internet access. Low-income students are dependent upon schools to meet their academic and educational needs, yet many schools in low-income communities cannot afford to support effective programming, leaving poor children with no access to services in schools and little access to educational opportunities during out of school time, furthering the digital divide. As recently as 2010, research shows that just 45% of households that earned less than \$30,000 per year had access to the internet^[1].

The lack of technological resources directly impacts the educational success of local youth, where oftentimes East Austin youth academically underperform other youth their age from other more affluent Austin regions. According to the Texas Education Agency's Academic Excellence Indicator 2011-2012 Campus Performance Reports, high school students from East Austin experience limited academic success compared to their district (Austin Independent School District) and state counterparts. Dropout rates for East Austin high schools including Reagan, LBJ, and Eastside Memorial High Schools are greater than both the state and district dropout rates. In fact, the 2010 – 2011 dropout rates for LBJ High School (8.0%) was more than double that of the Austin Independent School District (3.2%) and more than triple that of the state (2.4%).

2010 – 2011 Annual Dropout Rate (Grades 9 – 12)				
State	District	Reagan HS	LBJ HS	Eastside Memorial
2.4%	3.2%	3.3%	6.8%	5.7%

Graduation rates similarly report a significant disproportionality between local East Austin high schools and their counterparts. For example, the 4- Year Graduation Rates Without Exclusions for both Reagan (63.2%) and LBJ (71.6%) High Schools were significantly less than those for the Austin Independent School District (80.0%) and the state (85.9%). (Note: Data was not available for Eastside Memorial since it had recently been repurposed).

Class of 2011			
4-Year Graduation Rate Without Exclusions (Grades 9 – 12)			
State	District	Reagan HS	LBJ HS
85.9%	80.0%	63.2%	71.6%

¹ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

² U.S. Census Bureau. 2009 – 2011 American Community Survey 3-Year Estimates. Selected Economic Characteristics.

^[1] Pew Research Centers Internet and American Life Project, 2010 Tracking Survey

Long-lasting academic and educational depravation has limited the educational attainment of multiple East Austin generations where 28% of adults 25 years or older have less than a 9th grade education and 52% do not have a high school diploma.

Further, when populations in a community are not able to access and use technology, the entire community suffers. Not having basic technology skills prevents individuals from entering a competitive job market because most companies require online applications, digital resumes, and require basic computer skills as part of the job description. As a result, the continued cycle of low-paying jobs and chronic poverty is continued for another generation.

In direct alignment with Austin's Digital Inclusion Vision that “All residents, institutions and businesses will have the tools, skills and motivation to gain value from the digital society”, Southwest Key and EAPrep understand that it is of critical importance to break the digital divide and provide local residents with access to modern computer technologies and resources. To effectively address the educational and economic needs of the community, it is essential that local youth and adults have equitable access to computer technologies and resources so that they are more appropriately prepared with 21st Century knowledge, skills, and tools that will support them both in succeeding academically as well as in their future careers.

The Google Fiber Community Connections Program addresses this issue by promoting digital inclusion and addressing the digital divide experienced in this impoverished community. By providing local residents with access to 21st Century technological tools and resources, individuals will be more appropriately equipped to gain value from the digital society. By leveraging technology, local youth and adult residents will become more knowledgeable, creative, and innovative and will be more appropriately equipped to effectively compete in school, college, and careers with others throughout the city, state, country, and even around the world. Investing in technological resources and improving the technological knowledge of East Austin residents will empower individuals with the skills needed to secure better paying jobs and ultimately end the chronic cycle of poverty experienced in this community.

7. Describe the demographics (e.g. ethnicity, gender, age, and income levels) and geographic characteristics of the community members your organization serves. (*response required for non-profit agencies only*)

East Austin is a predominantly minority community challenged by high poverty, unemployment, and school dropout rates and chronic academic underachievement, including excessive violence and criminal activity. As previously discussed, the primary service area for the Google Fiber Community Connections Program encompasses the geographic region to the immediate east and west of U.S. Highway 183, south of U.S. Highway 290, and north of the Colorado River. Six census tracts align along U.S. Highway 183 in this service area including tracts 21.08, 22.01, 22.08, 21.09, 21.10, and 21.11. Approximately 21,767 individuals reside in this extremely impoverished area where the average per capita income is \$14,435³, significantly less than the per capita income for Austin (\$30,178), Texas (\$24, 966), and the United States (\$27,158)⁴. Provided below is a summary of the per capita incomes of the target census tracts.

Per Capita Incomes for Targeted Census Tracts ⁵			
Census Tract 21.08	\$16,614	Census Tract 21.09	\$19,653
Census Tract 22.01	\$13,546	Census Tract 21.10	\$11,376
Census Tract 22.08	\$12,111	Census Tract 21.11	\$13,314

³ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

⁴ U.S. Census Bureau. 2009 – 2011 American Community Survey 3-Year Estimates. Selected Economic Characteristics.

⁵ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

6002 Jain Lane, Austin, Texas, 78721 (Census Tract 21.11):

The census tract in which the primary proposed property lies on (21.11) is a poverty-stricken community in which 38.6%⁶ of the population lives below the poverty line compared to 19.6% for Austin, 17.8% for Texas, and 15.2% for the United States. Similarly, 63.1%⁷ of children from this census tract live below the poverty line compared to 27.7%, 25.5%, and 21.4%⁸ for Austin, Texas, and the United States, respectively. This predominantly minority community, consisting of 81.6 % Latino and 10.4 % African-American residents, reports a per capita income of \$13,314 and a median household income of \$19,034⁹ compared to median household incomes of \$50,654 for Austin, \$50,266 for Texas, and \$51,484 for the United States¹⁰.

5800 E. Martin Luther King Blvd, Austin, Texas, 78721 (Census Tract 21.08):

The census tract in which the secondary proposed property lies on (21.08) is a poverty-stricken community in which 28.1%¹¹ of the population lives below the poverty line compared to 19.6% for Austin, 17.8% for Texas, and 15.2% for the United States. Similarly, 45.1%¹² of children from this census tract live below the poverty line compared to 27.7%, 25.5%, and 21.4%¹³ for Austin, Texas, and the United States, respectively. This community is similarly predominantly minority, consisting of 52.8% African American and 32.3% Hispanic individuals, reports a per capita income of \$16,614 and a median household income of \$29,551¹⁴ compared to median household incomes of \$50,654 for Austin, \$50,266 for Texas, and \$51,484 for the United States¹⁵.

The neighborhoods and communities immediately surrounding these proposed sites similarly report high poverty levels. For example, census tract 22.08, located directly across the property on the east side of U.S. Highway 183, reports a per capita income of only \$12,111¹⁶, resulting in 32.6% of the population living below the poverty level and 40.4% of children living below poverty¹⁷.

8. Describe your organization's accessibility (e.g. accessible main entrance, within blocks of a public bus stop, etc.). *(response required for non-profit agencies only)*

Southwest Key's El Centro de Familia and EAPrep elementary campus are both located at 6002 Jain Lane, Austin, Texas, 78721. Located in the Johnston Terrace Neighborhood in Austin's East side, Jain Lane directly intersects with Garder Lane and East Austin Memorial High School to the East and Shady Lane to the West. The site is approximately two blocks east of Hwy 183, one block north of Bolm Road, and slightly northwest of Airport Boulevard. This site has one accessible main entrance, one additional accessible secondary entrance, and is located less than half a block from a public bus stop (Gardner Lane).

The second proposed site (5800 Martin Luther King Boulevard in Austin, Texas, 78721), also located in the East side of the Austin's metropolitan area, is situated on the northwest corner of U.S. Highway 183 and Martin Luther King Boulevard. The site is northeast of Central Austin and has existing access from US-183 and MLK Boulevard, both of which are significant connecting corridors. Several public bus stops are located within blocks of this site both to the east and west of EAPrep middle/high school campus on Martin Luther

⁶ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

⁷ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

⁸ U.S. Census Bureau. 2009 – 2011 American Community Survey 3- Year Estimates. Poverty Status in the Past 12 Months.

⁹ U.S. Census Bureau. 2009 – 2011 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

¹⁰ U.S. Census Bureau. 2009 – 2011 American Community Survey 3-Year Estimates. Selected Economic Characteristics.

¹¹ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

¹² U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

¹³ U.S. Census Bureau. 2009 – 2011 American Community Survey 3- Year Estimates. Poverty Status in the Past 12 Months.

¹⁴ U.S. Census Bureau. 2009 – 2011 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

¹⁵ U.S. Census Bureau. 2009 – 2011 American Community Survey 3-Year Estimates. Selected Economic Characteristics.

¹⁶ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

¹⁷ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

King Boulevard.

**9. If selected, how will your organization incorporate Google Fiber into the services it offers?
(response required for all agencies)**

In direct alignment with its mission, Southwest Key Programs and EAPrep are committed to breaking the digital divide experienced in this community and *opening doors to opportunity so that individuals can achieve their dreams*. As such, each of our programs incorporates education, information, and services designed to provide individuals, regardless of age, ethnicity, or socioeconomic background, with the tools, knowledge and skills they need to be successful. Southwest Key and EAPrep strive to include access to technological resources and information in a majority of the programs and services that we offer throughout this community. As part of this digital inclusion, our organizations provides adults and children from throughout the community access to El Centro de Familia's Community Technology Center year round. EAPrep and collaborating partners such as the Boys & Girls Club and East Austin Children's Promise Adult Programming utilize the Community Technology Center throughout the school year both during (EAPrep) and after school hours providing teachers, students, and the general public access to computers and Internet technologies. Adult Programming provides individuals with training in basic computer applications and software including Internet use, basic Microsoft applications, email, etc. Additionally, during the summer EAPrep, the Boys & Girls Club, and East Austin Children's Promise Adult Programming utilize the Community Technology Center to support summer learning including the STEM (Science, Technology, Engineering, and Math) Summer Institute held annually at El Centro de Familia.

Having a Google Fiber connection would allow us to expand the hours and services available to local residents at our Computer Technology Center who use it for school projects, financial literacy, job searches, resume development, job skills training, STEM training, and other purposes which promote and enhance technological skills building. Additionally, access to these faster connections will facilitate training provided at the Community Technology Center as well hosting provided at remote sites.

10. The City of Austin requires an annual report explaining how selected organizations and the community they serve benefit from Google Fiber. If selected, how will your organization measure the impact Google Fiber has on those served by your organization? Describe evaluation methods, goals, and objectives. (response required for all agencies)

Southwest Key Programs is a data-driven organization which utilizes data and outcomes to guide decision-making, highlight strengths, and identify areas for improvement. Southwest Key utilizes a highly sophisticated data evaluation program, Efforts to Outcome (ETO®) Software developed by Social Solutions, to capture data and ensure continuous program improvement. Thus, Southwest Key, EAPrep, and collaborating partners are all poised to implement evaluation practices and maintain data collection practices and methods throughout the project period.

Southwest Key and EAPrep will utilize systematic methods to measure fidelity of implementation, outputs, and outcomes. Validated instruments to collect data on each goal and performance measure listed below have and will continue to be developed by Southwest Key's Quality Assurance Team. Data collection will start with a thorough identification of assets and inventory of existing resources, services, and currently utilization which will serve as baseline data. Data collection will also include collection and maintenance of service and participant data on each performance measure listed below.

Utilizing ETO, Southwest Key staff will build a longitudinal data application tool/system that integrates utilization data from multiple sources (such as El Centro de Familia Computer Technology Center Southwest Key Programs, EAPrep, and collaborating partners) in order to measure progress on goals and performance

indicators. Baseline data will be collected by Southwest Key and EAPrep staff upon award of grant.

The goals and performance measures for the Southwest Key Google Fiber Community Connections Program include the following:

Goal #1: Increase annually the number of open public access hours provided at El Centro de Familia's Computer Technology Center by five percent each year (from the baseline).

Performance Measure: The number of Computer Technology Center public open access hours will increase by five percent each year (from the baseline).

Performance Measure: The number of hours of individual technological support and group training provided will increase by five percent each year (from the baseline).

Goal #2: Increase the number of individuals who utilize computer technologies made available through public access hours at El Centro de Familia's Computer Technology Center, Southwest Key, and EAPrep by ten percent each year (from the baseline).

Performance Measure: Increase the number of individuals who utilize computer technologies at at El Centro de Familia's Computer Technology Center, Southwest Key, and EAPrep by ten percent each year (from the baseline).

Goal#3: Increase the computer technology training opportunities provided at El Centro de Familia's Computer Technology Center, Southwest Key Programs, and EAPrep for both youth and adults by five percent each year (from the baseline).

Performance Measure: The number of hours of individual technological training and support provided will increase by five percent each year (from the baseline).

Performance Measure: The number of hours of technological group training provided will increase by five percent each year (from the baseline).

Goal #4: Increase the use of social connections, video conferencing, distance learning, and other software utilization at El Centro de Famila's Computer Technology Center, Southwest Key Programs, and EAPrep by five percent each year (from the baseline).

Performance Measure: The number of individuals utilizing and benefiting social connections, video conferencing, distance learning, and other software utilization at El Centro de Famila's Computer Technology Center, Southwest Key Programs, and EAPrep will increase by five percent each year (from the baseline).

Community

(responses required for all agencies)

- 1. Briefly describe how Google Fiber will enhance public participation in your organization's service.**

Due to the extreme poverty in this region, many residents, families and youth do not have Internet services. Rather, individuals and students must access Internet services for work, personal, or school related projects at their place of employment, school, or at public facilities.

Google Fiber will greatly increase Southwest Key Programs' and EAPrep's combined organizational capacity to interact and engage with East Austin residents. Through the implementation of Google's Community Connections, Southwest Key Programs and EAPrep will be able to facilitate high speed Internet access and services for East Austinites and providing fiber speed Internet access directly to the public. This effort will also support and enhance digital inclusion and stimulate technological innovation in this frequently overlooked community.

The Community Connections Program and Google Fiber will enhance public participation in Southwest Key Programs' and EAPrep's organizational services from the onset of implementation. First, to announce and promote this new initiative and services throughout the area, Southwest Key, EAPrep, and community partners will implement an extensive marketing and outreach initiative to disseminate information about the program and engage local residents in learning more about Google Fiber and Community Connections. This marketing and community outreach campaign will include, but is not limited to, utilizing the websites and social media accounts of Southwest Key, EAPrep, and collaborating partners to post information about Google Fiber and Community Connections information as well as information regarding activities, programming, hours of operation, and services offered at El Centro de Familia and EAPrep center locations. The marketing campaign will also incorporate the: 1) creation and distribution of informational flyers, brochures, and quarterly newsletters (electronic and hard copies) to employees, students, parents, care givers, teachers, and the general community; 2) distribution of information through neighborhood canvassing; 3) public service announcements, press releases, and social media eblasts; 4) posting of information in local newspapers; and 5) announcements and presentations at Southwest Key and EAPrep Board meetings, EAPrep new student/parent orientation, and throughout various community-wide events held at El Centro de Familia.

To further ensure accessibility to all community members, as well as enhance public participation in our organizations' services, large informational signs will be posted throughout the neighborhood and local community to promote the Community Connections Program, Google Fiber, and other available programs. Southwest Key's Community Engagement Team will play a critical role in community-wide dissemination of information. At the same time, EAPrep will utilize public and school announcements and letters to parents to further disseminate information about these various initiatives.

Once this extensive marketing campaign has been completed and the Google Fiber Community Connections Program is implemented in this community, the possibilities of enhancing the public's knowledge of and participation in our organizations' services is endless. With the community's increased access to high speed internet, our organizations will continue to utilize websites and social media to reach local residents and promote available programming and available services via online website updates, public service announcements, press releases, and social media eblasts. By supporting the digital inclusion of individuals from this throughout this community, the Google Fiber Community Connections Program will enable Southwest Key, EAPrep, and collaborating partners to more effectively interact with and engage the public in our organization's services.

2. Briefly describe how your organization promotes digital inclusion.

At Southwest Key Programs and EAPrep we understand the critical importance of providing individuals of all ages with access to Internet and technology services and equipment. As discussed in a previous response, both Southwest Key and EAPrep are committed to promoting digital inclusion throughout this impoverished community. At El Centro de Familia, Southwest Key promotes digital inclusion by providing adults and children from throughout the community access to El Centro de Familia's Community Technology Center year round. EAPrep and collaborating partners such as the Boys & Girls Club and East Austin Children's

Promise Adult Programming utilize the Community Technology Center throughout the school year both during (EAPrep) and after school hours providing teachers, students, and the general public access to computers and Internet technologies. Adult Programming provides individuals with training in basic computer applications and software including Internet use, basic Microsoft applications, email, etc. Additionally, during the summer EAPrep, the Boys & Girls Club, and East Austin Children's Promise Adult Programming utilize the Community Technology Center to support summer learning including the STEM (Science, Technology, Engineering, and Math) Summer Institute held annually at El Centro de Familia.

Additionally, EAPrep further promotes digital inclusion in this community by providing students access to an engaging blended learning system through *Globaloria*. This social learning network supports students in middle and high school to develop digital literacy, STEM knowledge, and global citizenship skills through game design. EAPrep students learn to create their own video games while educators and youth are supported by technology experts and peers through every step. Students learn by doing, gaining critical skills, and content knowledge by co-creating (programming) original educational web games focusing on STEM. The curriculum is aligned with state standards for systemic integration into the school curriculum, systems, and comprises programmable wikis and blogs, game design and programming tutorials, game-content resources, and virtual support systems. Students drive the design process, taking an original idea (game concept) to final product (game) while learning. Thus, students become educated in both technical and computational skills and in content knowledge.

3. Will bringing Google Fiber to your organization help the underserved? Please explain.

Bringing Google Fiber to Southwest Key Programs, EAPrep, and these East Austin communities will have a tremendous positive impact in these underserved communities. As previously discussed the proposed sites are severely economically distressed. For example, the primary proposed site at 6002 Jain Lane, Austin, Texas, 78721, is a poverty-stricken community in which 38.6%¹⁸ of the population lives below the poverty line and 63.1%¹⁹ of children from this census tract live below the poverty line. This area reports a per capita income of only \$13,314 and a median household income of \$19,034²⁰.

Similarly, the secondary proposed site at 5800 E. Martin Luther King Blvd, Austin, Texas, 78721, is also an extremely impoverished community in which 28.1%²¹ of the population lives below the poverty line and 45.1%²² of children from this census tract live below the poverty line. This area reports a per capita income of only \$16,614 and a median household income of \$29,551²³. Because of the tremendous poverty in each of these communities, youth, adult, and family residents are oftentimes unable to access up-to-date technologies and resources. As a result, these communities experience a huge digital divide which has attributed to minimal academic success and chronic poverty.

Google Fiber will assist our organizations in reaching more residents from this impoverished community through increased community outreach, social media visibility, and online outreach. As a result, Southwest Key, EAPrep, and collaborating partners will increase our capacity to provide greater and more effective services to the East Austin community.

¹⁸ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

¹⁹ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

²⁰ U.S. Census Bureau. 2009 – 2011 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

²¹ U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

²² U.S. Census Bureau. 2006 – 2010 American Community Survey 5-Year Estimates. Poverty Status in the Past 12 Months.

²³ U.S. Census Bureau. 2009 – 2011 American Community Survey 5-Year Estimates. Selected Economic Characteristics.

4. How much of your community will benefit from the Google Fiber connection?

We project that approximately more than 90% of our local community will benefit from the Google Fiber connection. As previously discussed, both the primary and secondary proposed sites are extremely impoverished communities in which facing chronic severe economic conditions that have resulted in high drop-out, high unemployment and underemployment, and chronic poverty. As a result, a majority of the residents in this area are not able to purchase or utilize modern technologies or resources as would other more affluent communities. As such, we anticipate that a majority of our community will take advantage of and benefit from the services, technological advancements, and resources made available through Google Fiber.

5. Briefly describe how your organization will offer a new community service as a result of the Google Fiber connection.

A Google Fiber connection in this East Austin community would allow Southwest Key Programs and EAPrep to greatly serve more individuals and bring additional services to these impoverished communities. As a result of a Google Fiber connection, we anticipate experiencing the following at El Centro de Familia's Computer Technology Center, Southwest Key Programs, and EAPrep:

- Increased number of open public access hours provided at El Centro de Familia's Computer Technology Center;
- Increased number of individuals who utilize computer technologies made available through public access hours;
- Increased computer technology training opportunities provided; and
- Increased use of social connections, video conferencing, distance learning, and other software utilization.

More importantly, the ultimate result of a Google Fiber connection will be the increased utilization, knowledge and skills related to computer technologies and resources.

Innovation

(responses required for all agencies)

1. Please describe the potential innovative applications that could be developed with a gigabit connection.

Southwest Key Programs, EAPrep, and collaborating partners are very excited by the potential innovative applications that a gigabit connection could bring to this community. This gigabit connection can bring a multitude of educational innovations for both students and adults. For example, this connection can greatly enhance EAPrep's capacity to provide students with access to many 21st Century and state-of-the-art educational and academic concepts through distance learning and video-conferencing. These innovations would allow EAPrep students opportunities to learn from experts in the field of education globally as well as provide access to academic research, educational learning tools, and information that they would otherwise not be able to access.

Similarly, this gigabit connection would greatly enhance job searching services provided at El Centro de Familia's Social Enterprise Complex through the East Austin Children's Promise's Adult Programming. For

example, we foresee developing applications that facilitate a wide range of job search activities such as aggregated resume development and/or job search websites. Additionally, we would like to develop an application which would more easily and quickly guide job seekers to potential employment opportunities. At the same time, a gigabit connection would enhance job skills and workforce development training provided by Southwest Key's Job Coach and collaborating partners by allowing these programs to provide more advanced training via distance learning and video-conferencing.

Having a gigabit connection would facilitate greater access to each of these innovations and applications as our current Internet service has limited speeds, capabilities, and often suffers connectivity issues.

2. Does your organization have or foresee high bandwidth applications?

Neither Southwest Key Programs nor EAPrep currently have high bandwidth applications. However, as mentioned in the previous response our organizations are in the process of conceptualizing and developing several applications, including but not limited to: distance learning, video-conferencing, and job search and jobs training applications that would reach optimal performance with a gigabit connection.

3. Briefly describe how your organization is interested in advancing your technology.

In direct alignment with its mission of "*Opening doors to opportunity so that individuals can achieve their dreams*", Southwest Key, EAPrep, and collaborating partners are committed to advancing technology and related opportunities in this community from which local residents can directly benefit. Our goal is to increase the technological literacy skills of all individuals in this community, and particularly at-risk minority, low-income, and under-represented individuals, to successfully function and compete in school, college, and the 21st century workforce.

As previously discussed, both Southwest Key and EAPrep offer a multitude of learning opportunities specifically designed to teach individuals from throughout this community basic and advanced technology skills. For example, as part of our commitment to supporting access to advanced technological learning opportunities in this area, Southwest Key and EAPrep provide local youth and students with access to STEM (Science, Technology, Engineering, and Mathematics) learning opportunities both throughout the school year (Globaloria) and during the summer (STEM Summer Institute). In the semi-annual report on the STEM workforce, *Rising Above the Gathering Storm* (2007), members of the National Academies of Science projected that scientific and engineering occupations are expected to continue to grow more rapidly than occupations in general with a projected 70 percent greater increase by 2012 or 1.25 million additional STEM jobs. Many argue that if the U.S. is to maintain its economic leadership and compete in the new global economy, today's K-12 students must be better prepared and encouraged to enter STEM careers.

Driven by the above-mentioned research, and as previously discussed, EAPrep implements a blended learning system through *Globaloria*, a social learning network where students in middle and high school develop digital literacy, STEM knowledge, and global citizenship skills through game design. EAPrep students learn to create their own video games while educators and youth are supported by technology experts and peers through every step. Students learn by doing, gaining critical skills, and content knowledge by co-creating (programming) original educational web games focusing on STEM. The curriculum is aligned with state standards for systemic integration into the school curriculum, systems, and comprises programmable wikis and blogs, game design and programming tutorials, game-content resources, and virtual support systems. Students drive the design process, taking an original idea (game concept) to final product (game) while learning. Thus, students become educated in both technical and computational skills and in content knowledge.

Globaloria consists of a yearlong academic curriculum comprised of programmable wikis, blogs, game-design, and programming tutorials and industry-standard software development tools, bundled together by a virtual support system for educators and students. Globaloria addresses the digital divide faced by traditionally underserved students while, at the same time, supporting core academic competencies, encouraging collaboration, and developing critical thinking skills. It promotes mastery of technology skills, and encourages media creation versus consumption.

EAPrep has demonstrated significant academic and technological achievements as a result of its focus on STEM and Globaloria. The school is notable for its academic impact on students in comparison with its campus group. In 2010-11, EAPrep outperformed similar campuses in both reading and math. In addition, EAPrep students have made rapid improvements in core academic subjects. From 2010-11, 6th grade reading scores saw a substantial increase of six percent while math scores surged ten percent. Similarly, the percentage of students earning a “commended” score on state standardized tests went from sixteen percent in reading and five percent in math in 2010 to twenty and fourteen percent in 2011, respectively. EAPrep Globaloria students have also distinguished themselves in national competitions including **winning the Gold Medal in Game Design at the National Scholastic Art & Writing Awards**.

Similar to Globaloria, Southwest Key’s East Austin Children Promise Adult Literacy Programs strives to help build the technological literacy, critical thinking, and communication skills of traditionally underserved adults. In an increasingly connected world, it is essential for adults to learn strong communication and collaboration skills. Through basic computer courses offered through our Adult Literacy Programs, individuals are able to learn computer technologies and competencies through engaging one-on-one and group instruction. Learning technology allows individuals to explore and develop their problem-solving, creative, and critical thinking abilities.

Currently, only 7% of Texas’ workforce in science and engineering fields are African-American and Latino. Cultivating individuals’ passion towards the attainment of technological skills in a community plagued by very low educational attainment rates and high unemployment is a key long-term goal of both Southwest Key Programs and EAPrep. Both the implementation of Globaloria and adult literacy computer programming was intended to provide children, youth, and adults with 21st century skills as well as preparation for college and in-demand careers.

While our organizations have been successful in supporting individuals in enhancing basic technology skills, access to a gigabit connection would allow us to advance technologies and technological learning opportunities in this community. As part as of these efforts, we would like to advance our organizations’ technologies and by expanding equipment, capacities, and services offered at our current Computer Technology Center (CTC) on Jain Lane. Additionally, we would like to develop a fully equipped, state-of-the-art CTC at EAPrep’s MLK site. Both CTCs would be available for both basic and advanced computer technology support, training, and classes for youth, students, and adults. These Centers will include multiple computer stations equipped with high-quality hardware components and up-to-date software programs and Internet connections. These CTCs will be utilized to support youth/student technology training such as Globaloria, basic computer skills, web design, and other 21st Century applications as well as adult basic education, GED and ESL instruction, and basic and advanced computer technology training to support career development and job preparation activities. Local residents will have access to computer literacy training in Internet utilization and basic and advanced Microsoft Office applications. Individuals from throughout the community will have the opportunity to access the CTCs and advanced technologies through registration in scheduled computer classes and/or during drop-in hours. As available, the Centers may also be reserved by local businesses and/or partnering agencies to provide more advanced computer skills training and occupational/vocational preparation for on-going staff and community training.

4. Does your organization have the capacity and resources to advance your technologies? Please explain.

Southwest Key Programs has a permanent IT department with trained IT professionals who currently support the IT infrastructure for Southwest Key offices in 6 states nationwide, including EAPrep, providing services to more than 2,200 employees. Our highly skilled IT staff have experience designing and supporting network infrastructures, server technology and providing desktop support. Our staff are fully capable of supporting implementation of Google Fiber into our facility and community based programming.

Additionally, both Southwest Key and EAPrep have budgets specifically allocated to purchase equipment and technology beyond what we currently have, as needed. To maximize our impact in advancing technology utilization in this community, both Southwest Key and EAPrep are seeking additional funding from a wide range of external funding sources to leverage the opportunity for additional technology program activities at this site. Some of the funding sources and/or opportunities to which we have applied and/or plan to apply to request funding for technology activities include, but are not limited to: GTOPs, the KDK Hermann Foundation, Applied Materials, Bazaar Voice Foundation, Samsung, Silicon Labs, and the Webber Foundation. We are confident that several of these efforts will prove successful in leveraging resources to further advance technologies offered by both of our organizations.

Practical Pragmatic

(responses required for all agencies)

1. Will the connection help your organization financially? How?

The connection will assist both of our organizations financially as it will allow us to redirect funds towards other much needed programming throughout our community and school. For example, funding may be directed and utilized for programs and activities at this facility such as computer training, technology support, and community outreach to market the availability of the connection and technology resources at this site. Additionally, it will allow us to staff and increase open hour access at our computer technology center for more advanced learning and utilization. As a result, this connection and related resources would greatly impact this community by increasing the number of individuals reached.

2. Will this be the organization's primary or secondary connection?

Southwest Key Programs, Inc. and EAPrep currently use Grande Communications as their internet provider. If awarded this grant, the new connection would be a secondary connection.

3. Does your organization have (or will it have) equipment necessary to connect?

Southwest Key Programs, Inc. and EAPrep currently have the infrastructure necessary to connect Google Fiber including, but not limited to, firewalls, routers, network switches and cabling infrastructure. As the buildings at the proposed location are new facilities constructed in 2007 and 2008, they have been wired and equipped with up-to-date tools to facilitate faster connection speeds. We have an extensive Gigabit fiber and 10/100/1000 copper cabling infrastructure in place. Further, we have a secure, managed, wireless network providing separate VLANs for Southwest Key staff, partners, and the local community. If needed, our organizations have the ability to purchase additional IT equipment and tools to further support connections.

4. Does your organization currently have access to a high bandwidth connection?

Southwest Key Programs, Inc. and EAPrep currently use Grande Communications to provide our organizations, staff, collaborating partners, parents and students, local residents, and community with access to high bandwidth connections.

Applicant's Statement

I certify that answers given herein are true and complete to the best of my knowledge. I understand that false or misleading information given in my application will result in disqualification. I understand and agree that I am required to abide by City of Austin ordinances, policies and rules.

I understand if selected to receive a Google Fiber connection that the organization I represent may be required to:

- ☒ Submit an annual report to the TARA Office explaining how the organization has benefited from the free service.


Signature

September 30, 2013
Date

El Presidente/Chief Executive Officer
Title

Please submit this form to TARA by 4:45 p.m. on Monday, September 30, 2013.

Email: digital.inclusion@austintexas.gov

Address: City of Austin – TARA - Municipal Building
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Austin, Texas 78701