

<p align="center">Community Connections General Application Form (Please complete this portion of application only once per organization if submitting for multiple sites)</p>		
General Application Form		
Applicant Organization Name: YMCA of Austin		
Alias/DBA: YMCA		
Program Name for Google Fiber Connection: YMCA Google Fiber Community Connections Project		
Organization Mission and Purpose: YMCA of Austin is dedicated to building programs for youth development, healthy living and social responsibility, to promote strong families, character values, youth leadership, community development and international understanding. Because our Mission is to serve ALL people, in 2012, the YMCA provided \$2.5 million dollars in financial assistance so that more than 40,000 children and families could participate in YMCA programs and membership.		
Organization Website: http://www.austinyymca.org/		
Contact Name: Megan Marie Arnold		
City: Austin	State: Texas	Zip: 78702
Phone: 512-322-9622 ext. 132	Email: Megan.Arnold@austinyymca.org	
Location(s) applying for site selection (including physical address of location) and how long your organization plans on being at each location: YMCA of Austin Southwest Family Branch - 6219 Oakclaire Dr Austin, TX 78735 – Will be at this location indefinitely YMCA of Austin East Communities Branch - 5315 Ed Bluestein Blvd. Austin, TX 78723 – Will be at this location indefinitely YMCA of Austin North Austin Branch - 1000 W. Rundberg Ln. Austin TX 78758 – Will be at this location indefinitely		
Type of Organization: <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Public Entity		
Number of years in operation: 60	Number of employees at location: Southwest - 89, East - 119, North Austin - 94	

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:

YMCA of Austin Southwest Family Branch
6219 Oakclaire Dr
Austin, TX 78735

Organization

1. What is your agency's vision? (response required for all agencies) 1000 words maximum



“The Y is the nation’s leading nonprofit committed to strengthening communities through Youth Development, Healthy Living and Social Responsibility.”

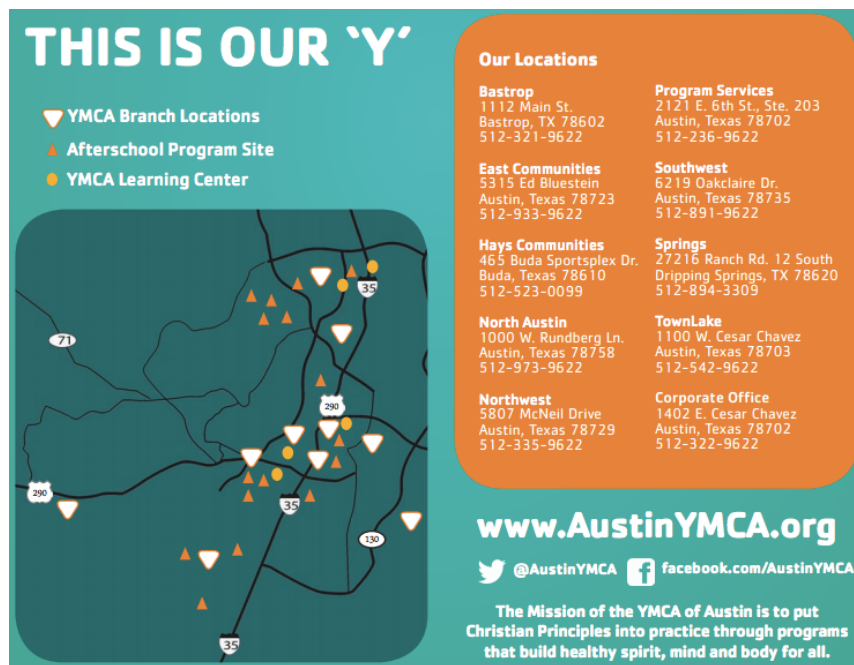
For 60 years the YMCA of Austin’s vision has stayed clearly focused on “building a strong community”. In the next five years, the YMCA of Austin will strengthen the communities we serve by dedicating more YMCA resources, engaging community partners, and providing greater opportunities to improve the lives of the people we touch. We will focus particularly on personal health and expanding our reach and diversity as well as on youth, families and older adults. **Our 2011-2015 organizational priorities are as follows:**

- **Health:** Serve as a recognized catalyst in promoting the health and wellbeing of the individuals in our communities
- **Access:** Serve more people
- **Families:** Establish effective partnerships and collaborations with other organizations so we can add new service offerings as well as reach more families with existing programs
- **Older Adults:** Provide older adults with opportunities to achieve a healthy and productive quality of life.
- **Youth:** Create opportunities for youth to embrace positive values and to encourage lifelong community service

2. What is your agency's mission and purpose? (response required for all agencies) 1000 words maximum

The Mission of the YMCA of Austin is to put Christian Principles into practice through programs that build healthy spirit, mind and body for all. The YMCA’s three focus areas are Youth Development, Healthy Living and Social Responsibility. YMCA programs promote strong families, character values, youth

leadership, community development and international understanding. Because our Mission is to serve ALL people, in 2012, the YMCA provided \$2.5 million dollars in financial assistance so that more than 40,000 children and families could participate in YMCA programs and membership.



3. Please list your organization’s affiliations, community partnerships, certifications, and/or accreditations. (response required for all agencies) 1000 words maximum – currently 387

YMCA of Austin is certified as one of more than 2,600 YMCA USA affiliates. An abridged list of major community partners is as follows:

A Glimmer of Hope	Calendar Club	Hays County
Foundation - Austin	Chase Foundation	Hays ISD
A+ Federal Credit Union	City of Austin	Hicks Family Charitable
American Heart Association	City of Bastrop	Foundation, The
Ann Richards School for Girls	City of Buda	Hoops 101 Basketball, LLC
Anti-Defamation League	City of Del Valle	IBM
AT&T Texas	Colin’s Hope	James M. Mansour Foundation
<i>Austin American-Statesman</i>	Colon Cancer Coalition	JCPenney Afterschool Fund
Austin Area Federally Qualified	Commercial Swim Management	JE Dunn Construction
Health Centers (FQHCs)	Conley Sports, Inc.	JPMorgan Chase
Austin Community Foundation	CRC Family Charitable	LCRA Employees United
for the Capital Area, Inc.	Foundation	Charities
Austin ISD	CrossPointe Church	Leslie Fossler Interiors
Bastrop County	Jamail Family Foundation,	Westoneer Foundation, Linda
Bastrop ISD	David & Sharon	Link Foundation, The
BBVA Compass	Del Valle High School	LIVESTRONG
Boys & Girls Clubs of the	Dell Children’s Medical Center	Long Motors, Inc.
Austin Area	of Central Texas	Loyal IT
Burdine Johnson Foundation,	Frost Bank	Luke’s Locker
The	Go! Calendars	MEND

Levy Charitable Foundation,
The Meyer
Dell Foundation, The Michael
& Susan
Micheal & Susan Dell Center
for Healthy Living
Mitte Foundation, The
Moody Foundation, The
Mtech
ONEOK Foundation
Paragon Printing & Mailing
Pioneer Foundation
Planview, Inc.
PreCor, Inc.

Lemonade Day – Prepared 4
Life
Vaughan Foundation, The
RGK Foundation
Safe Kids Austin
Sandy's Shoes & Toys
Shield-Ayres Foundation
Special Olympics Texas
St. David's Foundation
Sterling-Turner Foundation
Sumner Foundation
Target Foundation
Travis County

UBS
United Healthcare
University of Texas at
Austin Frank Erwin Center
University of Texas School
of Public Health, The
Veritas Foundation, Inc.
Wal-Mart Foundation
Webber Family
Foundation, The
Weir Foundation Trust
Y-USA

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) 1000 words maximum

In 2012, YMCA of Austin Southwest Family Branch served 11,490 unduplicated members and 2,824 unduplicated nonmember program participants.

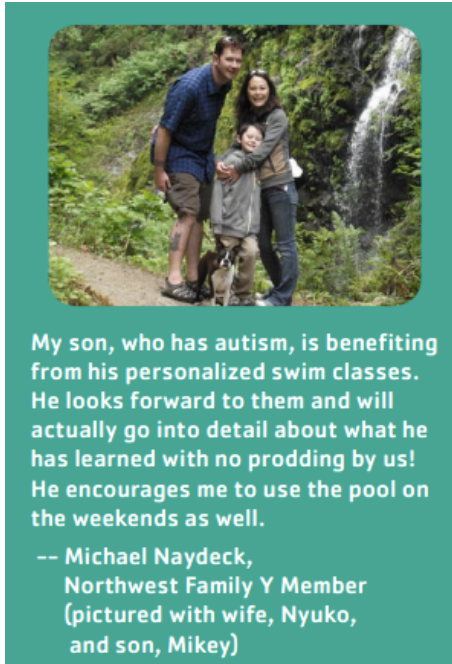
5. Briefly provide an overview of your organization and the services it offers. (response required for all agencies) 1000 words maximum – currently 855

Chartered in 1953, the YMCA of Austin's mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. We are a dynamic association of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors. That's why, at the Y, strengthening community is our cause and our programs are always based on the needs and interests of our communities.

The Y is dedicated to building programs for youth development, for healthy living and for social responsibility that promote strong families, character values, youth leadership, community development and international understanding. The Y makes accessible the support and opportunities that empower people and communities to learn, grow and thrive by providing supportive and inclusive environments that nurture the potential of every youth and teen, improves the nation's health and well-being and provides opportunities to give back and support neighbors.

We currently serve over 60,000 active members and provide program services and special events to an additional 68,000 people in Travis, Hays and Bastrop counties. Since 2008, our memberships – and the amount of financial assistance we provide – have both grown by more than 90 percent. We also

provide Afterschool Child Care at 15 licensed sites in three school districts as well as at four YMCA Learning Centers in affordable housing developments.



We have five core character development values that are the shared beliefs and essential principles that guide our behavior, our interactions with each other, our programs and curriculum and our decision-making - Respect, Responsibility, Honesty, Caring, and Faith.

Every year over 400 volunteers and staff members will actively go into the community during our annual Partner of Youth Campaign to raise the dollars needed to make sure that everyone, regardless of age, gender, race, faith, ability level, income or background has the opportunity to learn, grow and thrive.

Because our Mission is to serve ALL people, financial assistance is made available to any individual or family who wants to participate in a YMCA program or activity but who cannot afford the fee. Partner of Youth helps our Y live its Mission every day.

Financial assistance, funded by Partner of Youth donations, keeps the Y available for kids and families who need us most and provides programs that are responding to pressing community needs. 100% of all donations go directly toward providing life-changing experiences that will have a meaningful, enduring impact right in our Austin community. Additional facts about YMCA of Austin are as follows:

- In 2012, the YMCA provided \$2.5 million dollars in financial assistance so that more than 40,000 children and families could participate in YMCA programs and membership (Membership is not based on set fees but on household income); and we provide
- The Y offers free military memberships for families and soldiers serving our country;
- 1 out of 4 kids enrolled in Y Summer Day Camp receive financial assistance;
- 1 in 5 kids enrolled in Y Afterschool programs receive financial assistance;
- The Y provides scholarships for youth & family programs, aquatics, youth sports, memberships and fitness activities, and funding for teens to participate in YMCA Youth and Government;
- The Y hosts 20 special community-wide events which are free and open to the public;

- The Y offers programs to prevent summer reading loss and school-year tutoring to bring low performing children up to grade level;
- YMCA Project SAFE (Safety, Aquatics, Fitness Education) has taught more than 5,000 area first graders in targeted high minority, low-income schools how to swim and be safe in and around the water;
- The Y offers MEND (Mind, Exercise, Nutrition and Do it!), a free childhood obesity intervention program for obese/overweight children and their families; The YMCA of Austin was the first Y in the country to offer this innovative program;
- LIVESTRONG at the YMCA is a free, 12-week program for adult cancer survivors funded and conducted entirely by the YMCA;
- *Austin American-Statesman*/YMCA Swim Safe for Austin Kids provides free summer swim lessons for children living in low income neighborhoods, teaching more than 13,000 children in 14 years;
- The YMCA of Austin operates four YMCA Learning Centers located in affordable housing complexes;
- The Y has provided support services and childcare for the victims of the Bastrop fires;
- YMCA Early Learning Readiness (ELR) is a free program that prepares developmentally disadvantaged children for school success; and
- The YMCA Diabetes Prevention Program is a new program for patients diagnosed as pre-diabetic.

I've been a member of the East Communities Y since the day of the ribbon-cutting, and I have the scissors, ribbon and a brick in the walkway to prove it. I'd been an advocate for a Y in East Austin for years, and I was delighted to see one open there because of the variety of programs the Y offers.

I started working out on the bicycle and treadmill and then joined a water aerobics class with a group of ladies. We call ourselves "The Dazzling Divas" and have all become good friends and go to lunch together once a month. I developed arthritis in one of my knees, so about three or four years ago I received some instruction to improve my swimming stroke, and I began swimming laps. Now I swim five days a week.

The Y is kind of like a family. It's a friendly atmosphere. If you miss a couple of classes, somebody calls to check and see how you're doing. It's not about having a size two figure. It's about making exercise a part of your lifestyle. I cared for my mother and mother-in-law into their old age, and I learned a valuable lesson: You can't control the quantity of your life, but you can control the quality. Exercising at the Y is one way to do that, and it drives me to share that message with other women.

-- Wilhelmina Delco, East Communities Y Member (at top in pink with "The Dazzling Divas")



In Austin, across the nation and around the world, the accomplishments of the Y over the years reveal a mission to constantly search for innovative ways to meet community needs. An understanding of our history contributes to every decision we make, every program we offer and every value we practice. We celebrate our character daily, for years of conviction to do the right thing.

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) 1000 words maximum**



I am a single parent of four with twin 6-year-old girls. Summer care is too expensive for me. Without the Y's help, my girls would not get the opportunity to learn, swim, grow, play, and excel like they do during the summer. This is their third year, and they love the Y so much. They have already started taking about all of the things they get to do, as well as all of the teachers and friends they will get to see soon. We love the Y!

**-- Tommie Hawthorne-Jefferson, Y Camp Parent
(of daughters Sadie and Sofia)**

Over our 60-year history, the YMCA of Austin has stayed focused on identifying community needs and employing one of our greatest strengths, the ability to adapt to meet evolving community needs. Today, as our nation faces a looming public health disaster, with alarming obesity rates and an epidemic of chronic diseases that stem from unhealthy lifestyles, the YMCA of Austin is leading the way with programs such as Rx for Healthy Living, a collaboration with Sustainable Food Center and People's Community Clinic, that teaches how to incorporate proper nutrition and exercise into daily living. And our Diabetes Prevention Program aimed at patients diagnosed as pre-diabetic is literally saving lives. Additional Y programs are addressing childhood obesity, Alzheimer's and dementia, adaptive exercise and more. Our youth programs provide free swimming lessons to address the #1 killer of children under the age of 14, drowning, and we provide afterschool and tutoring to kids at risk of academic failure and school dropout. Our afterschool and summer care program ensures that children have a safe, nurturing and educational place to be after school lets out and while their parents are working.

What is even more important is that the every-day priority for YMCA of Austin is to make sure that Austin citizens at highest risk for obesity, Diabetes, drowning, academic failure and other challenges have uninhibited access to the programs they need to increase their life-potential. Financial assistance is made available to any individual or family who wants to participate but who cannot afford the program fee – those who most often need our help the most.

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) 1000 words maximum

The demographic composition of the Southwest Family Y community is as follows:



Constituency Report

Page 1 of 3

Association No.

0

Association Name Southwest Family

Address 6219 Oakclaire
Austin, TX 78735

This form collects information about key YMCA constituents: members, program members, volunteers, and donors. In counting volunteers, please use the checklist on Page 3-2 to make sure all categories are included.

A1. Constituency: Use unduplicated counts if possible. M = Male, F = Female												
	Infant/Toddler/Preschool Birth-5 Years			Elementary 6-11 Years			Jr/Sr High 12-17 Years			Young Adult 18-29 Years		
	M	F	U	M	F	U	M	F	U	M	F	U
Members	544	544	31	894	810	30	597	562	21	577	701	17
Program Members	108	97	26	464	320	98	148	178	18	192	179	4

	Adult 30-54 Years			Adult 55-64 Years			Adult 65+			Other		
	M	F	U	M	F	U	M	F	U	M	F	U
Members	1,865	2,376	56	404	509	5	363	473	24	24	45	18
Program Members	238	394	6	51	83	0	75	90	12	13	26	4

The count of program members is (check one) ☐ Duplicated ☒ Unduplicated

Our SEER/YMCA market research indicates that 80% of our community members live within a three-mile radius of the branch. And while the YMCA does not record ethnicity information for members and program participants, our community closely reflects the ethnic composition of the surrounding area.

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)

All YMCA of Austin facilities meet or exceed ADA requirements and are located in neighborhoods with high-concentrations of Austin citizens that will benefit most from Y services and programs. In addition, all facilities are on major public bus routes. Also, our programs are specifically designed to remove barriers to access. For example, Our YMCA Project SAFE program provides weekly busing of first grade children from their schools to our branch facilities and back to ensure that children can participate in important safety programs and other enriching activities.

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

If selected, the YMCA of Austin will incorporate Google Fiber into our Southwest Family Branch service offerings in the following ways:

- **Computer Lab** – Our Southwest Family Branch offers a 10-station computer lab for use by YMCA members and program participants. For many YMCA users, particularly those receiving financial assistance, the YMCA computer lab is a primary Internet access point. Google Fiber will improve the speed and quality of the online experience for these users, especially in accessing high-bandwidth applications.
- **Computer Classes** – We have offered a variety of computer skills classes, from basic software proficiency to workforce development. Many exercises require some degree of access to the Internet. Google fiber will dramatically improve the speed of these processes, increasing the amount and quality of material that course instructors can cover in the allotted class time period. Examples include:
 - Creative writing classes for Older Adults
 - Basic, & Intermediate Microsoft classes (Excel, PowerPoint, Word, etc.)
 - Language Lab (ESL and foreign language with the use of language software)
 - Lifestyle enhancement tools (how to use Outlook to assist time management, etc.)
- **Multimedia Production Classes** – We have offered multimedia production classes for teens, for which students are uploading and downloading large video and audio files to and from Internet sites such as YouTube and web-based project management tools such as Dropbox. Google fiber will dramatically increase the speed with which students can share files and instructors can review and provide feedback. Example include:
 - How to make a basic webpage (targeted to different ages...electronic scrapbooking, etc.)
 - Movie Maker classes (basic & advanced) for teens & older adults
 - Social responsibility community service projects (i.e. teens create website to connect Austinites with community resources)
 - YouTube channel for teens (etc.) to discuss community issues, how to tutorials, etc.
- **Live Streaming Exercise Classes** – Many factors contribute to obesity. Some people cannot access health and wellness facilities like the YMCA due to transportation challenges, work and family commitments, or costs. Others feel self-conscious about their weight and do not feel comfortable exercising in a setting like the YMCA. Google Fiber will enable the Southwest Family YMCA to provide live streaming exercise classes that can be accessed at no cost by anyone with a computer and an Internet connection.

- **Live Streaming Nutrition Classes** – Similarly, the YMCA offers a variety of classes that teach the fundamentals of nutrition. Google Fiber will enable us to provide live streaming nutrition classes from our Southwest Y Community Kitchen that can be accessed at no cost by anyone with a computer and an Internet connection.
- **Teleconferencing** – The YMCA hosts many group meetings among Y programs, from YMCA Youth & Government and YMCA Teen Leaders Clubs to monthly volunteer Board of Managers, committee and special event planning meetings. In addition, the technology could be utilized to enable our Global Teen and YMCA Teen Leadership program participants to engage in a Teen International Partnership Program (Skype or video conference connections) with affiliated Ys across the world. Further, the YMCA serves as a host facility for many other nonprofit organizations to conduct their activities, including American Heart Association, Special Olympics and area schools and churches. Google Fiber will enable the YMCA Southwest Family Branch to offer enhanced teleconferencing capabilities that will allow groups from across the community to come together virtually.
- **Innovative Wi-Fi Enabled Applications** – The significant increase in speed and bandwidth provided by Google Fiber will enable us to take advantage of innovative Wi-Fi enabled applications utilizing handheld devices for activities such as exercise tracking and biofeedback monitoring.

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) 1000 words maximum

As part of our YMCA Strategic Plan, all YMCA program activities are required to record participation levels and reach target goals. If selected for Google Fiber, we would incorporate these new capabilities and/or new programs into our annual program evaluation matrix. Participation levels would be tracked and measured against budgeted targets and desired outcomes. Adjustments to our approach would be considered monthly as part of our management process. Programs that are not performing optimally will be revised. Participant feedback will be solicited and utilized to guide future decisions. Participant progress will be measured against benchmark data, and testimonials will be collected to document the intangible benefits provided by the new technology.

Community
(responses required for all agencies)

1. Briefly describe how Google Fiber will enhance public participation in your organization's service. 1000 words maximum

Google Fiber will enhance public participation in the YMCA Southwest Family Branch's service in the following ways:

- By improving the functionality of our Computer Lab
- By improving the quality of our computer instruction
- By enabling live streaming of YMCA classes and providing free access to the public
- By enabling teleconferencing that enables groups from across the community to meet virtually
- By improving the quality of our Wi-Fi and enabling innovative wireless applications using handheld devices

Google Fiber will not only improve the quality of programs within the Southwest Y, but it will also expand the Y's reach virtually so that everyone in the community can access and benefit from Y programs.

2. Briefly describe how your organization promotes digital inclusion. 1000 words maximum

The Southwest Family YMCA promotes digital inclusion by offering computer and Internet access to our members and program participants. Many of our members and program participants who receive financial assistance utilize the YMCA Computer Lab at the Southwest Family Branch as a primary computer and Internet access point. In addition, the Southwest YMCA offers instruction on basic computer software applications that enable more individuals to take advantage of the increased productivity potential that technology offers.

3. Will bringing Google Fiber to your organization help the underserved? Please explain. 1000 words maximum

The Southwest Family YMCA is open to all ages, genders, races, ethnicities, religions, ability levels and economic backgrounds. We will not turn anyone away due to financial circumstances. In 2012, the YMCA of Austin provided more than \$2.5 million to more than 40,000 individuals so that they could participate in and benefit from YMCA memberships and programs. The introduction of Google Fiber into our facility will provide local residents access to a wide array of services and capabilities previously outlined. All residents who want to participate in Y programs enabled by Google Fiber will be able to do so thanks to our financial

assistance program. Beyond the walls of our facility, Google Fiber will enable us to extend our reach by offering live streaming classes.

4. How much of your community will benefit from the Google Fiber connection? 1000 words maximum

The YMCA of Austin Southwest Family Branch serves more than 14,000 participants annually. Furthermore, our programming is open to anyone who wants to participate but cannot afford the fees. The Google Fiber connection at our Southwest Family Branch will not only enable YMCA members and program participants to benefit from our services, but in addition, will enable innovative new services that extend our reach virtually across the entire community.

5. Briefly describe how your organization will offer a new community service as a result of the Google Fiber connection. 1000 words maximum

Google Fiber will enable our Southwest Family Y to offer a new community service in the following ways:

- Because our facility is open to all, anyone desiring access to a computer lab with super-fast Internet connectivity will be able to take advantage of the benefits of Google Fiber.
- The high-speed connectivity will enable a whole new range of Computer and Multimedia Production Classes that are extremely rare in the community, particularly in underserved areas of the city. Classes might include the following:
 - Creative writing classes for Older Adults
 - How to make a basic webpage (targeted to different ages...electronic scrapbooking, etc.)
 - Basic, & Intermediate Microsoft classes (Excel, PowerPoint, Word, etc.)
 - Language Lab (ESL and foreign language with the use of language software)
 - Movie Maker classes (basic & advanced) for teens & older adults
 - Teen International Partnership Program (Skype or video conference connections)
 - Lifestyle enhancement tools (how to use Outlook to assist time management, etc.)
 - Social responsibility community service projects (i.e. teens create website to connect Austinites with community resources)
 - YouTube station for teens (etc.) to discuss community issues, how to tutorials, etc.
- Google Fiber will enable our YMCA to offer an entirely new suite of live streaming classes, from health and wellness to nutrition and more, free of charge, to anyone with computer access and an internet connection. This capability will enable our YMCA Southwest Family Branch to extend its reach far beyond its walls.

Innovation
(responses required for all agencies)

1. Please describe the potential innovative applications that could be developed with a gigabit connection. 1000 words maximum

With implementation of the above new services enabled through the gigabit connect, YMCA of Austin's Southwest Family Branch will:

- Connect isolated communities and individuals to the larger world and create programs for teens and older adults (our target audiences) to experience information and meet people across the world ... to give them experiences to which they might not normally have access;
- Create an outlet to put information and creative talents on the web;
- Create ways to connect families and archive family histories; and
- Give people the technology skills and knowledge to increase the quality of their lives.

2. Does your organization have or foresee high bandwidth applications? 1000 words maximum

Yes, we envision extensive use of high-definition video and teleconferencing equipment, coupled with enhanced computer hardware, to create an entirely new "network" of free, publicly accessible classes.

3. Briefly describe how your organization is interested in advancing your technology. 1000 words maximum

The YMCA of Austin is prepared to make significant investments in video, teleconferencing and computer hardware in order to harness the incredible capabilities of a one-gigabyte connection. Currently, we plan to invest more than \$150,000 over the next three years in technology infrastructure to take advantage of the capabilities offered by Google Fiber. In addition to our own internal investments, we are prepared to draw upon existing partnerships within the community to secure additional resources.

Further, the Southwest Family YMCA is interested in advancing our technology as follows:

- Create technology programming through use of a robust computer lab
- Use 2 smart TVs we have for educational purposes and to showcase member projects
- Decrease paper use through increased availability of information via the web/electronic means
- Virtual classes or online classes
- Virtual meetings

- Utilize interactive white boards to help make child watch areas more educationally stimulating
- Digital cameras for movie making classes (topics aimed at areas of focus to reach more people with message of healthy living, youth development and social responsibility)
- To spotlight Southwest Austin youth to show how amazing and innovative they are

4. Does your organization have the capacity and resources to advance your technologies? Please explain. 1000 words maximum

Yes, we currently have staff prepared to teach the classes listed above; an eager and reliable audience of youth with basic technology knowledge and readiness available; and an older audience during the day who wants to learn more about technology.

We also have a robust IT team to assist in locating and installing any additional hardware needed, and we have the organizational knowledge and competency to create engaging programs for members and nonmembers. The YMCA of Austin also operates from a secure and stable financial foundation. In 2014, we will be investing \$50,000 in IT infrastructure, and we plan more than \$150,000 in IT investments over the next three years.

Practical Pragmatic

(responses required for all agencies)

1. Will the connection help your organization financially? How? 1000 words maximum

Yes. The YMCA of Austin utilizes a variety of SAS (software as service) applications to manage our membership and program database, as well as our accounting and fundraising operations. As such, YMCA staff, collectively, spend significant amounts of time working in these applications, and their productivity is limited by the speed of the current bandwidth connection.

With a one-gigabyte connection, YMCA staff will dramatically reduce the amount of time it takes for them to complete simple tasks (reducing the amount of time spent waiting for data to be transferred across the internet). Reducing the amount of time to complete a task from 30 seconds to 10 seconds increases productivity by two thirds. Multiply that by the number of employees we have and the number of people we serve, and the impact can be dramatic. Greater productivity and more time available to serve members and program participants can only yield a positive impact financially.

In addition, greater technology infrastructure will enhance both our free and fee-based program offerings and enhance the value of a YMCA membership, thus attracting new members and program participants as well as strengthening loyalty among existing constituents. Finally, our greater capabilities will increase our impact in the community and create a platform for the Y to forge new public, private and nonprofit partnerships as well as seek increased support from the community.

2. Will this be the organization's primary or secondary connection? 1000 words maximum

If chosen to receive the Google Fiber, this will become our primary connection.

3. Does your organization have (or will it have) equipment necessary to connect? 1000 words maximum

The Southwest Family YMCA has much of the equipment on hand, and an aggressive capital budget to purchase additional technology to reach our goals, as outlined in previous responses.

4. Does your organization currently have access to a high bandwidth connection? 1000 words maximum

Yes. However, it is slow, unreliable, and not adequate to take our technology goals to the next level.

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

James Finck, President/CEO, YMCA of Austin

Title

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

Email: digital.inclusion@austintexas.gov

**Address: City of Austin – TARA - Municipal Building
124 W. 8th Street, Suite 210
Austin, Texas 78701**

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:

YMCA/North Austin Community Recreation Center (aka “The North Austin YMCA”)
1000 W. Rundberg Lane
Austin TX 78758

Organization

11. What is your agency’s vision? (response required for all agencies) 1000 words maximum



“The Y is the nation’s leading nonprofit committed to strengthening communities through Youth Development, Healthy Living and Social Responsibility.”
Y-USA

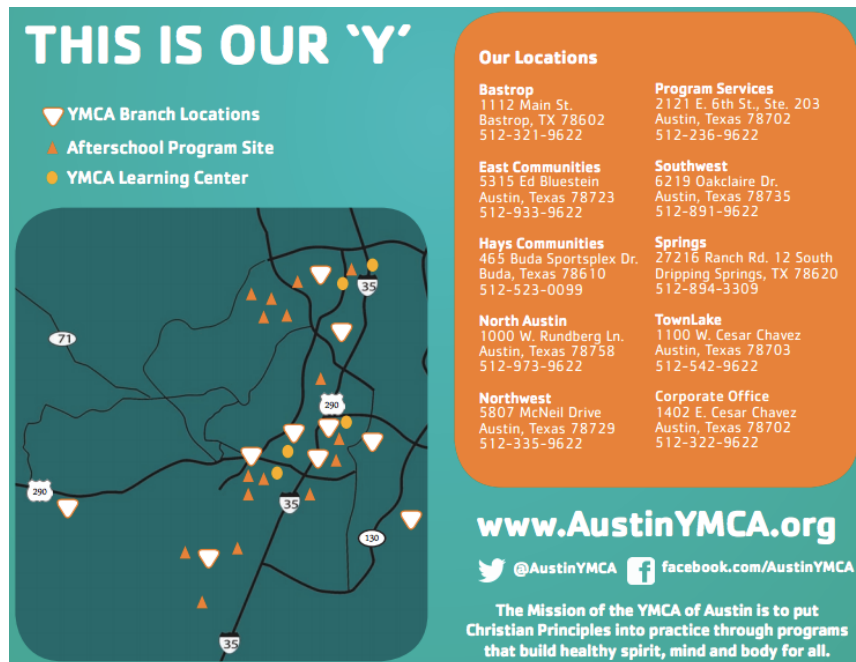
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- **Health:** Serve as a recognized catalyst in promoting the health and wellbeing of the individuals in our communities
- **Access:** Serve more people
- **Families:** Establish effective partnerships and collaborations with other organizations so we can add new service offerings as well as reach more families with existing programs
- **Older Adults:** Provide older adults with opportunities to achieve a healthy and productive quality of life.
- **Youth:** Create opportunities for youth to embrace positive values and to encourage lifelong community service

12. What is your agency’s mission and purpose? (response required for all agencies) 1000 words maximum

The Mission of the YMCA of Austin is to put Christian Principles into practice through programs that build healthy spirit, mind and body for all. The YMCA’s three focus areas are Youth Development, Healthy Living and Social Responsibility. YMCA programs promote strong families, character values, youth leadership, community development and international understanding. Because our Mission is to serve ALL

people, in 2012, the YMCA provided \$2.5 million dollars in financial assistance so that more than 40,000 children and families could participate in YMCA programs and membership.



13. Please list your organization’s affiliations, community partnerships, certifications, and/or accreditations. (response required for all agencies) 1000 words maximum – currently 387

The YMCA of Austin is certified as one of more than 2,600 YMCA USA affiliates. An abridged list of major community partners is as follows:

A Glimmer of Hope Foundation - Austin	Chase Foundation	Hicks Family Charitable Foundation, The
A+ Federal Credit Union	City of Austin	Hoops 101 Basketball, LLC
American Heart Association	City of Bastrop	IBM
Ann Richards School for Girls	City of Buda	James M. Mansour Foundation
Anti-Defamation League	City of Del Valle	James Ruiz
AT&T Texas	Colin’s Hope	JCPenney Afterschool Fund
<i>Austin American-Statesman</i>	Colon Cancer Coalition	JE Dunn Construction
Austin Area Federally Qualified Health Centers (FQHCs)	Commercial Swim Management	JPMorgan Chase
Austin Community Foundation for the Capital Area, Inc.	Conley Sports, Inc.	LCRA Employees United Charities
Austin ISD	CRC Family Charitable Foundation	Leslie Fossler Interiors
Bastrop County	CrossPointe Church	Westoneer Foundation, Linda Link Foundation, The
Bastrop ISD	Jamail Family Foundation, David & Sharon	LIVESTRONG
BBVA Compass	Del Valle High School	Long Motors, Inc.
Boys & Girls Clubs of the Austin Area	Dell Children’s Medical Center of Central Texas	Loyal IT
Burdine Johnson Foundation, The	Frost Bank	Luke’s Locker
Calendar Club	Go! Calendars	MEND
	Hays County	Levy Charitable Foundation, The Meyer
	Hays ISD	

Dell Foundation, The Michael & Susan
 Micheal & Susan Dell Center for Healthy Living
 Mitte Foundation, The
 Moody Foundation, The
 Mtech
 ONEOK Foundation
 Paragon Printing & Mailing
 Pioneer Foundation
 Planview, Inc.
 PreCor, Inc.

Lemonade Day – Prepared 4 Life
 Vaughan Foundation, The
 RGK Foundation
 Safe Kids Austin
 Sandy's Shoes & Toys
 Shield-Ayres Foundation
 Special Olympics Texas
 St. David's Foundation
 Sterling-Turner Foundation
 Sumner Foundation
 Target Foundation
 Travis County

UBS
 United Healthcare
 University of Texas at Austin Frank Erwin Center
 University of Texas School of Public Health, The
 Veritas Foundation, Inc.
 Wal-Mart Foundation
 Webber Family Foundation, The
 Weir Foundation Trust
 Y-USA

14. 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) 1000 words maximum

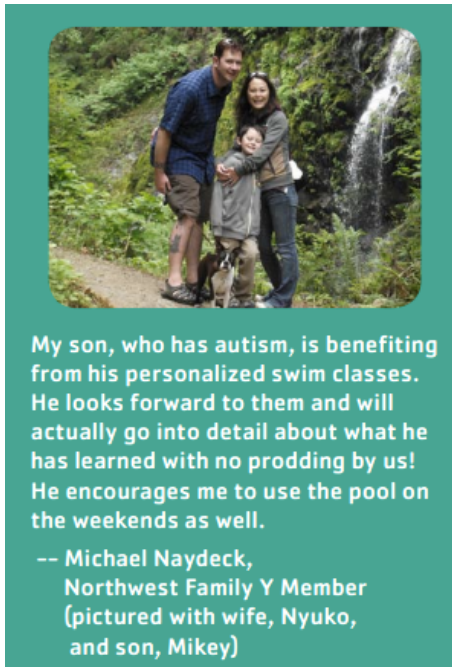
In 2012, the former North Park YMCA and current North Austin YMCA served 4,828 unduplicated members and 552 unduplicated nonmember program participants. It is important to point out that the former North Park YMCA was closed for a significant portion of 2012 while the North Austin YMCA was being constructed. Since opening in December, 2012, the North Austin YMCA has served 7,950 unduplicated members and 807 unduplicated nonmembers program participants.

15. Briefly provide an overview of your organization and the services it offers. (response required for all agencies) 1000 words maximum – currently 855

Chartered in 1953, YMCA of Austin's mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. We are a dynamic association of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors. That's why, at the Y, strengthening community is our cause and our programs are always based on the needs and interests of our communities.

The Y is dedicated to building programs for youth development, for healthy living and for social responsibility that promote strong families, character values, youth leadership, community development and international understanding. The Y makes accessible the support and opportunities that empower people and communities to learn, grow and thrive by providing supportive and inclusive environments that nurture the potential of every youth and teen, improves the nation's health and well-being and provides opportunities to give back and support neighbors.

We currently serve over 60,000 active members and provide program services and special events to an additional 68,000 people in Travis, Hays and Bastrop counties. Since 2008, our membership has grown by more than 90 percent. We also provide Afterschool Child Care at 15 licensed sites in three school districts as well as at four YMCA Learning Centers in affordable housing developments.



We have five core character development values that are the shared beliefs and essential principles that guide our behavior, our interactions with each other, our programs and curriculum and our decision-making - Respect, Responsibility, Honesty, Caring, and Faith.

Every year over 400 volunteers and staff members will actively go into the community during our annual Partner of Youth Campaign to raise the dollars needed to make sure that everyone, regardless of age, gender, race, faith, ability level, income or background has the opportunity to learn, grow and thrive.

Because our Mission is to serve ALL people, financial assistance is made available to any individual or family who wants to participate in a YMCA program or activity but who cannot afford the fee. Partner of Youth helps our Y live its Mission every day.

Financial assistance funded by Partner of Youth donations keeps the Y available for kids and families who need us most and provides programs that are responding to pressing community needs. 100% of all donations go directly toward providing life-changing experiences that will have a meaningful, enduring impact right in our Austin community. Additional facts about YMCA of Austin are as follows:

- In 2012, the YMCA provided \$2.5 million dollars in financial assistance so that more than 40,000 children and families could participate in YMCA programs and membership (Membership is not based on set fees but on household income); and we provide
- The Y offers free military memberships for families and soldiers serving our country;
- 1 out of 4 kids enrolled in Y Summer Day Camp receive financial assistance;
- 1 in 5 kids enrolled in Y Afterschool programs receive financial assistance;
- The Y provides scholarships for youth & family programs, aquatics, youth sports, memberships and fitness activities', and funding for teens to participate in YMCA Youth and Government;

- The Y hosts 20 special community-wide events which are free and open to the public;
- The Y offers programs to prevent summer reading loss and school-year tutoring to bring low performing children up to grade level;
- YMCA Project SAFE (Safety, Aquatics, Fitness Education) has taught more than 5,000 area first graders in targeted high minority, low-income schools how to swim and be safe in and around the water;
- The Y offers MEND (Mind, Exercise, Nutrition and Do it!), a free childhood obesity intervention program for obese/overweight children and their families; The YMCA of Austin was the first Y in the country to offer this innovative program;
- LIVESTRONG at the YMCA is a free, 12-week program for adult cancer survivors funded and conducted entirely by the YMCA;
- *Austin American-Statesman*/YMCA Swim Safe for Austin Kids provides free summer swim lessons for children living in low income neighborhoods, teaching more than 13,000 children in 14 years;
- The YMCA of Austin operates four YMCA Learning Centers located in affordable housing complexes;
- The Y has provided support services and childcare for the victims of the Bastrop fires;
- YMCA Early Learning Readiness (ELR) is a free program that prepares developmentally disadvantaged children for school success; and
- The YMCA Diabetes Prevention Program is a new program for patients diagnosed as pre-diabetic.

I've been a member of the East Communities Y since the day of the ribbon-cutting, and I have the scissors, ribbon and a brick in the walkway to prove it. I'd been an advocate for a Y in East Austin for years, and I was delighted to see one open there because of the variety of programs the Y offers.

I started working out on the bicycle and treadmill and then joined a water aerobics class with a group of ladies. We call ourselves "The Dazzling Divas" and have all become good friends and go to lunch together once a month. I developed arthritis in one of my knees, so about three or four years ago I received some instruction to improve my swimming stroke, and I began swimming laps. Now I swim five days a week.

The Y is kind of like a family. It's a friendly atmosphere. If you miss a couple of classes, somebody calls to check and see how you're doing. It's not about having a size two figure. It's about making exercise a part of your lifestyle. I cared for my mother and mother-in-law into their old age, and I learned a valuable lesson: You can't control the quantity of your life, but you can control the quality. Exercising at the Y is one way to do that, and it drives me to share that message with other women.

-- Wilhelmina Delco, East Communities Y Member (at top in pink with "The Dazzling Divas")



In Austin, across the nation and around the world, the accomplishments of the Y over the years reveal a mission to constantly search for innovative ways to meet community needs. An understanding of our history contributes to every decision we make, every program we offer and every value we practice. We celebrate our character daily, for years of conviction to do the right thing.

16. 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) 1000 words maximum



I am a single parent of four with twin 6-year-old girls. Summer care is too expensive for me. Without the Y's help, my girls would not get the opportunity to learn, swim, grow, play, and excel like they do during the summer. This is their third year, and they love the Y so much. They have already started taking about all of the things they get to do, as well as all of the teachers and friends they will get to see soon. We love the Y!

-- Tommie Hawthorne-Jefferson, Y Camp Parent
(of daughters Sadie and Sofia)

Over our 60-year history, the YMCA of Austin has stayed focused on identify community needs and employing one of our greatest strengths, the ability to adapt to meet evolving community needs. Today, as our nation faces a looming public health disaster, with alarming obesity rates and an epidemic of chronic diseases that stem from unhealthy lifestyles, the YMCA of Austin is leading the way with programs such as Rx for Healthy Living, a collaboration with Sustainable Food Center that teaches how to incorporate proper nutrition and exercise into daily living. And our Diabetes Prevention Program aimed at patients diagnosed as pre-diabetic is literally saving lives. Additional Y programs are addressing pulmonary rehabilitation, childhood obesity, Alzheimer's and dementia, adaptive exercise and more. Our youth programs provide free swimming lessons to address the #1 killer of children under the age of 14, drowning, and we provide afterschool and tutoring to kids at risk of academic failure and school dropout. Our afterschool and summer care program ensures that children have a safe, nurturing and educational place to be after school lets out and while their parents are working.

What is even more important is that the every-day priority for YMCA of Austin is to make sure that Austin citizens at highest risk for obesity, Diabetes, drowning, academic failure and other challenges have uninhibited access to the programs they need to increase their life-potential. Financial assistance is made available to any individual or family who wants to participate but who cannot afford the program fee – those who most often need our help the most.

17. 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) 1000 words maximum

The YMCA/North Austin Community Recreation Center is a first-of-its-kind partnership between the City of Austin Parks & Recreation Department and the YMCA of Austin. Under the terms of the partnership, the City of Austin retains ownership of the facility while the YMCA of Austin manages day-to-day operations and programming. The demographic composition of the North Austin YMCA is as follows:



Constituency Report

Page 1 of 3

Association No.

0

Association Name North Austin

Address 1000 West Rundberg
Austin, TX 78753

This form collects information about key YMCA constituents: members, program members, volunteers, and donors. In counting volunteers, please use the checklist on Page 3-2 to make sure all categories are included.

A1. Constituency: Use unduplicated counts if possible. M = Male, F = Female												
	Infant/Toddler/Preschool Birth-5 Years			Elementary 6-11 Years			Jr/Sr High 12-17 Years			Young Adult 18-29 Years		
	M	F	U	M	F	U	M	F	U	M	F	U
Members	166	177	19	345	347	5	358	284	14	466	426	9
Program Members	10	11	7	35	29	7	27	5	2	119	56	2
	Adult 30-54 Years			Adult 55-64 Years			Adult 65+			Other		
	M	F	U	M	F	U	M	F	U	M	F	U
Members	736	869	12	146	178	4	104	124	5	5	21	8
Program Members	97	81	7	10	21	0	4	9	2	2	4	5
The count of program members is (check one) <input type="checkbox"/> Duplicated <input checked="" type="checkbox"/> Unduplicated												

It is important to point out that the former North Park YMCA was closed for a significant portion of 2012 while the North Austin YMCA was being constructed. Since opening in December, 2012, the North Austin YMCA has served 7,950 unduplicated members and 807 unduplicated nonmembers program participants.

Our SEER/YMCA market research indicates that 80% of our community members live within a three-mile radius of the branch. And while the YMCA does not record ethnicity information for members and program participants, our community closely reflects the ethnic composition of the surrounding area.

18. 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)

All YMCA of Austin facilities meet or exceed ADA requirements and are located in neighborhoods with high-concentrations of Austin citizens that will benefit most from Y services and programs. In addition, all facilities are on major public bus routes. Also, our programs are specifically designed to remove barriers to access. For example, Our Project SAFE program provides weekly busing of first grade children from their schools to our branch facilities and back to ensure that children can participate in important safety programs and other enriching activities.

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

If selected, the YMCA of Austin will incorporate Google Fiber into our North Austin Branch service offerings in the following ways:

- **Computer Lab** – Our North Austin Y offers a 12-station computer lab for use by YMCA members, program participants and all community residents who register for a free “Community Membership.” For many YMCA users, particularly those receiving financial assistance, the YMCA computer lab is a primary Internet access point. Google Fiber will improve the speed and quality of the online experience for these users, especially in accessing high-bandwidth applications.
- **Computer Classes** – We have offered a variety of computer skills classes, from basic software proficiency to workforce development. Many exercises require some degree of access to the Internet. Google fiber will dramatically improve the speed of these processes, increasing the amount and quality of material that course instructors can cover in the allotted class time period. Examples include:
 - Creative writing classes for Older Adults
 - Basic, & Intermediate Microsoft classes (Excel, PowerPoint, Word, etc.)
 - Language Lab (ESL and foreign language with the use of language software)
 - Lifestyle enhancement tools (how to use Outlook to assist time management, etc.)
- **Multimedia Production Classes** – We have offered multimedia production classes for teens, for which students are uploading and downloading large video and audio files to and from Internet sites such as YouTube and web-based project management tools such as Dropbox. Google fiber will dramatically increase the speed with which students can share files and instructors can review and provide feedback. Example include:
 - How to make a basic webpage (targeted to different ages...electronic scrapbooking, etc.)
 - Movie Maker classes (basic & advanced) for teens & older adults

- Social responsibility community service projects (i.e. teens create website to connect Austinites with community resources)
 - YouTube channel for teens (etc.) to discuss community issues, how to tutorials, etc.
- **Live Streaming Exercise Classes** – Many factors contribute to obesity. Some people cannot access health and wellness facilities like the YMCA due to transportation challenges, work and family commitments, or costs. Others feel self-conscious about their weight and do not feel comfortable exercising in a setting like the YMCA. Google Fiber will enable the North Austin YMCA to provide live streaming exercise classes that can be accessed at no cost by anyone with a computer and an Internet connection.
- **Live Streaming Nutrition Classes** – Similarly, the YMCA offers a variety of classes that teach the fundamentals of nutrition. Google Fiber will enable us to provide live streaming nutrition classes from our North Austin Y Community Kitchen that can be accessed at no cost by anyone with a computer and an Internet connection.
- **Teleconferencing** – The YMCA hosts many group meetings among Y programs, from YMCA Youth & Government and YMCA Teen Leaders Clubs to monthly volunteer Board of Managers, committee and special event planning meetings. In addition, the technology could be utilized to enable our Global Teen and YMCA Teen Leadership program participants to engage in a Teen International Partnership Program (Skype or video conference connections) with affiliated Ys across the world. Further, the YMCA serves as a host facility for many other civic and nonprofit organizations to conduct their activities, including the North Austin Civic Association, the Restore Rundberg Coalition, the American Heart Association, Special Olympics and area schools and churches. Google Fiber will enable the YMCA North Austin Branch to offer enhanced teleconferencing capabilities that will allow groups from across the community to come together virtually.
- **Innovative Wi-Fi Enabled Applications** – The significant increase in speed and bandwidth provided by Google Fiber will enable us to take advantage of innovative Wi-Fi enabled applications utilizing handheld devices for activities such as exercise tracking and biofeedback monitoring.

20. 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) 1000 words maximum

As part of our YMCA Strategic Plan, all YMCA program activities are required to record participation levels and reach target goals. If selected for Google Fiber, we would incorporate these new capabilities and/or new programs into our annual program evaluation matrix. Participation levels would be tracked and measured

against budgeted targets and desired outcomes. Adjustments to our approach would be considered monthly as part of our management process. Programs that are not performing optimally will be revised. Participant feedback will be solicited and utilized to guide future decisions. Participant progress will be measured against benchmark data, and testimonials will be collected to document the intangible benefits provided by the new technology.

Community

(responses required for all agencies)

6. Briefly describe how Google Fiber will enhance public participation in your organization's service. 1000 words maximum

Google Fiber will enhance public participation in the North Austin YMCA's service in the following ways:

- By improving the functionality of our Computer Lab
- By improving the quality of our computer instruction
- By enabling live streaming of YMCA classes and providing free access to the public
- By enabling teleconferencing that allows groups from across the community to meet virtually
- By improving the quality of our Wi-Fi and enabling innovative wireless applications using handheld devices

Google Fiber will not only improve the quality of programs within the North Austin Y, but it will also expand the Y's reach virtually so that everyone in the community can access and benefit from Y programs.

7. Briefly describe how your organization promotes digital inclusion. 1000 words maximum

The North Austin YMCA promotes digital inclusion by offering computer and Internet access to all residents of our community, including Y members and program participants as well as "Community Members," who are able to register for a free membership. Many of our members and program participants who receive financial assistance utilize the YMCA Computer Lab at the North Austin Y as a primary computer and Internet access point. In addition, the North Austin Y offers instruction on basic computer software applications that enable more individuals to take advantage of the increased productivity potential that technology offers.

8. Will bringing Google Fiber to your organization help the underserved? Please explain. 1000 words maximum

The North Austin YMCA is open to all ages, genders, races, ethnicities, religions, ability levels and economic backgrounds. We will not turn anyone away due to financial circumstances. In 2012, the YMCA of Austin provided more than \$2.5 million to more than 40,000 individuals so that they could participate in and benefit from YMCA memberships and programs. The introduction of Google Fiber into our facility will provide local residents access to a wide array of services and capabilities previously outlined. All residents who want to participate in Y programs enabled by Google Fiber will be able to do so thanks to our financial assistance program. Beyond the walls of our facility, Google Fiber will enable us to extend our reach by offering live streaming classes.

9. How much of your community will benefit from the Google Fiber connection? 1000 words maximum

The North Austin Y serves more than 8,000 members and participants annually. Furthermore, our programming is open to anyone who wants to participate but cannot afford the fees. The Google Fiber connection at our North Austin Y will not only enable YMCA members and program participants to benefit from our services, but in addition, will enable innovative new services that extend our reach virtually across the entire community.

10. Briefly describe how your organization will offer a new community service as a result of the Google Fiber connection. 1000 words maximum

Google Fiber will enable the North Austin Y to offer a new community service in the following ways:

- Because our facility is open to all, anyone desiring access to a computer lab with super-fast Internet connectivity will be able to take advantage of the benefits of Google Fiber.
- The high-speed connectivity will enable a whole new range of Computer and Multimedia Production Classes that are extremely rare in the community, particularly in underserved areas of the city. Classes might include the following:
 - Creative writing classes for Older Adults
 - How to make a basic webpage (targeted to different ages...electronic scrapbooking, etc.)
 - Basic, & Intermediate Microsoft classes (Excel, PowerPoint, Word, etc.)
 - Language Lab (ESL and foreign language with the use of language software)
 - Movie Maker classes (basic & advanced) for teens & older adults

- Teen International Partnership Program (Skype or video conference connections)
- Lifestyle enhancement tools (how to use Outlook to assist time management, etc.)
- Social responsibility community service projects (i.e. teens create website to connect Austinites with community resources)
- YouTube channel for teens (etc.) to discuss community issues, how to tutorials, etc.
- Google Fiber will enable our YMCA to offer an entirely new suite of live streaming classes, from health and wellness to nutrition and more, free of charge, to anyone with computer access and an internet connection. This capability will enable our North Austin Y to extend its reach far beyond its walls.

Innovation

(responses required for all agencies)

5. Please describe the potential innovative applications that could be developed with a gigabit connection. 1000 words maximum

With implementation of the above new services enabled through the gigabit connect, the North Austin Y will:

- Connect isolated communities and individuals to the larger world and create programs for teens and older adults (our target audiences) to experience information and meet people across the world ... to give them experiences to which they might not normally have access;
- Create an outlet to put information and creative talents on the web;
- Create ways to connect families and archive family histories; and
- Give people the technology skills and knowledge to increase the quality of their lives.

6. Does your organization have or foresee high bandwidth applications? 1000 words maximum

Yes, we envision extensive use of high-definition video and teleconferencing equipment, coupled with enhanced computer hardware, to create an entirely new “network” of free, publicly accessible classes.

7. Briefly describe how your organization is interested in advancing your technology. 1000 words maximum

The YMCA of Austin is prepared to make significant investments in video, teleconferencing and computer hardware in order to harness the incredible capabilities of a one-gigabyte connection. Currently, we plan to

invest more than \$150,000 over the next three years in technology infrastructure to take advantage of the capabilities offered by Google Fiber. In addition to our own internal investments, we are prepared to draw upon existing partnerships within the community to secure additional resources.

Further, the North Austin Y is interested in advancing our technology as follows:

- Create technology programming through use of a robust computer lab
- Use multiple smart TVs we have for educational purposes and to showcase member projects
- Decrease paper use through increased availability of information via the web/electronic means
- Virtual classes or online classes
- Virtual meetings
- Utilize interactive white boards to help make child watch areas more educationally stimulating
- Digital cameras for movie making classes (topics aimed at areas of focus to reach more people with message of healthy living, youth development and social responsibility)
- To spotlight North Austin youth to show how amazing and innovative they are

8. Does your organization have the capacity and resources to advance your technologies? Please explain. 1000 words maximum

Yes, we currently have staff, volunteers and community partners prepared to teach the classes listed above; an eager and reliable audience of youth with basic technology knowledge and readiness available; and an older audience during the day who wants to learn more about technology.

We also have a robust IT team to assist in locating and installing any additional hardware needed, and we have the organizational knowledge and competency to create engaging programs for members and nonmembers. The YMCA of Austin also operates from a secure and stable financial foundation. In 2014, we will be investing \$50,000 in IT infrastructure, and we plan more than \$150,000 in IT investments over the next three years.

Practical Pragmatic

(responses required for all agencies)

5. Will the connection help your organization financially? How? 1000 words maximum

Yes. The YMCA of Austin utilizes a variety of SAS (software as service) applications to manage our membership and program database, as well as our accounting and fundraising operations. As such, YMCA

staff, collectively, spend significant amounts of time working in these applications, and their productivity is limited by the speed of the current bandwidth connection.

With a one-gigabyte connection, YMCA staff will dramatically reduce the amount of time it takes for them to complete simple tasks (reducing the amount of time spent waiting for data to be transferred across the internet). Reducing the amount of time to complete a task from 30 seconds to 10 seconds increases productivity by two thirds. Multiply that by the number of employees we have and the number of people we serve, and the impact can be dramatic. Greater productivity and more time available to serve members and program participants can only yield a positive impact financially.

In addition, greater technology infrastructure will enhance both our free and fee-based program offerings and enhance the value of a YMCA membership, thus attracting new members and program participants as well as strengthening loyalty among existing constituents. Finally, our greater capabilities will increase our impact in the community and create a platform for the Y to forge new public, private and nonprofit partnerships as well as seek increased support from the community.

6. Will this be the organization's primary or secondary connection? 1000 words maximum

If chosen to receive the Google Fiber, this will become our primary connection.

7. Does your organization have (or will it have) equipment necessary to connect? 1000 words maximum

The North Austin YMCA has much of the equipment on hand, and an aggressive capital budget to purchase additional technology to reach our goals, as outlined in previous responses.

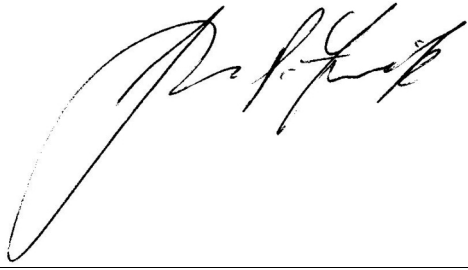
8. Does your organization currently have access to a high bandwidth connection? 1000 words maximum

Yes. However, it is slow, unreliable, and not adequate to take our technology goals to the next level.

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

Date

Title

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

Email: digital.inclusion@austintexas.gov

Address: City of Austin – TARA - Municipal Building
124 W. 8th Street, Suite 210
Austin, Texas 78701

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:

YMCA of Austin East Communities Branch
5315 Ed Bluestein Boulevard
Austin, TX 78723

Organization

21. What is your agency's vision? (response required for all agencies) 1000 words maximum



“The Y is the nation’s leading nonprofit committed to strengthening communities through Youth Development, Healthy Living and Social Responsibility.”

Y-USA

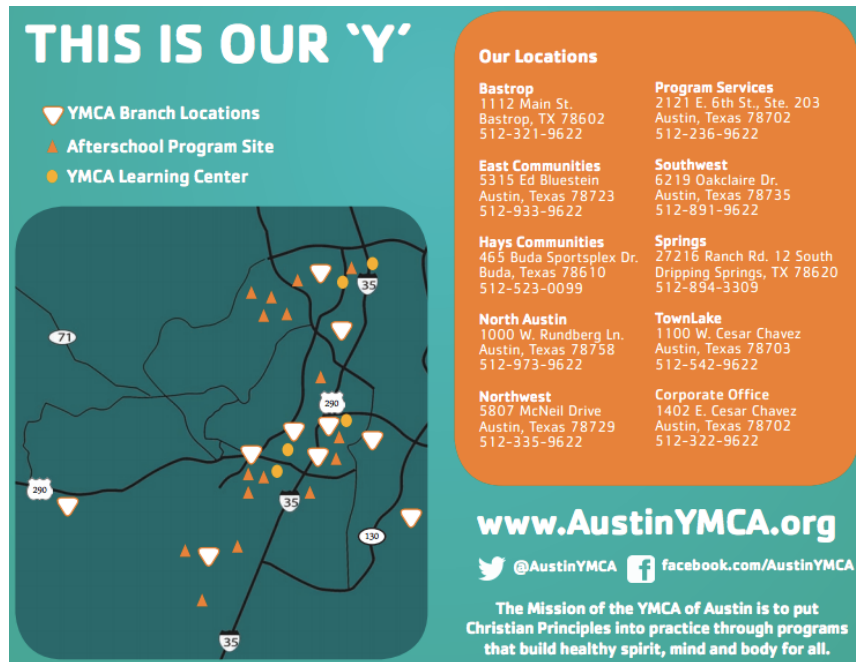
For 60 years the YMCA of Austin’s vision has stayed clearly focused on “building a strong community.” In the next five years, the YMCA of Austin will strengthen the communities we serve by dedicating more YMCA resources, engaging community partners, and providing greater opportunities to improve the lives of the people we touch. We will focus particularly on personal health and expanding our reach and diversity as well as on youth, families and older adults. **Our 2011-2015 organizational priorities are as follows:**

- **Health:** Serve as a recognized catalyst in promoting the health and wellbeing of the individuals in our communities
- **Access:** Serve more people
- **Families:** Establish effective partnerships and collaborations with other organizations so we can add new service offerings as well as reach more families with existing programs
- **Older Adults:** Provide older adults with opportunities to achieve a healthy and productive quality of life.
- **Youth:** Create opportunities for youth to embrace positive values and to encourage lifelong community service

22. What is your agency’s mission and purpose? (response required for all agencies) 1000 words maximum

The Mission of the YMCA of Austin is to put Christian Principles into practice through programs that build healthy spirit, mind and body for all. The YMCA’s three focus areas are Youth Development, Healthy Living and Social Responsibility. YMCA programs promote strong families, character values, youth

leadership, community development and international understanding. Because our Mission is to serve ALL people, in 2012, the YMCA provided \$2.5 million dollars in financial assistance so that more than 40,000 children and families could participate in YMCA programs and membership.



23. Please list your organization's affiliations, community partnerships, certifications, and/or accreditations. (response required for all agencies) 1000 words maximum – currently 387

The YMCA of Austin is certified as one of more than 2,600 YMCA USA affiliates. An abridged list of major community partners is as follows:

A Glimmer of Hope	Calendar Club	Hays County
Foundation - Austin	Chase Foundation	Hays ISD
A+ Federal Credit Union	City of Austin	Hicks Family Charitable
American Heart Association	City of Bastrop	Foundation, The
Ann Richards School for Girls	City of Buda	Hoops 101 Basketball, LLC
Anti-Defamation League	City of Del Valle	IBM
AT&T Texas	Colin's Hope	James M. Mansour Foundation
<i>Austin American-Statesman</i>	Colon Cancer Coalition	James Ruiz
Austin Area Federally Qualified	Commercial Swim Management	JCPenney Afterschool Fund
Health Centers (FQHCs)	Conley Sports, Inc.	JE Dunn Construction
Austin Community Foundation	CRC Family Charitable	JPMorgan Chase
for the Capital Area, Inc.	Foundation	LCRA Employees United
Austin ISD	CrossPointe Church	Charities
Bastrop County	Jamail Family Foundation,	Leslie Fossler Interiors
Bastrop ISD	David & Sharon	Westoneer Foundation, Linda
BBVA Compass	Del Valle High School	Link Foundation, The
Boys & Girls Clubs of the	Dell Children's Medical Center	LIVESTRONG
Austin Area	of Central Texas	Long Motors, Inc.
Burdine Johnson Foundation,	Frost Bank	Loyal IT
The	Go! Calendars	Luke's Locker

MEND
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 for Healthy Living
 Mitte Foundation, The
 Moody Foundation, The
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 ONEOK Foundation
 Paragon Printing & Mailing
 Pioneer Foundation
 Planview, Inc.

PreCor, Inc.
 Lemonade Day – Prepared 4
 Life
 Vaughan Foundation, The
 RGK Foundation
 Safe Kids Austin
 Sandy's Shoes & Toys
 Shield-Ayres Foundation
 Special Olympics Texas
 St. David's Foundation
 Sterling-Turner Foundation
 Sumner Foundation
 Target Foundation
 Travis County

UBS
 United Healthcare
 University of Texas at
 Austin Frank Erwin Center
 University of Texas School
 of Public Health, The
 Veritas Foundation, Inc.
 Wal-Mart Foundation
 Webber Family
 Foundation, The
 Weir Foundation Trust
 Y-USA

24. 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) 1000 words maximum

In 2012, the East Communities YMCA served 9,563 unduplicated members and 867 unduplicated nonmember program participants.

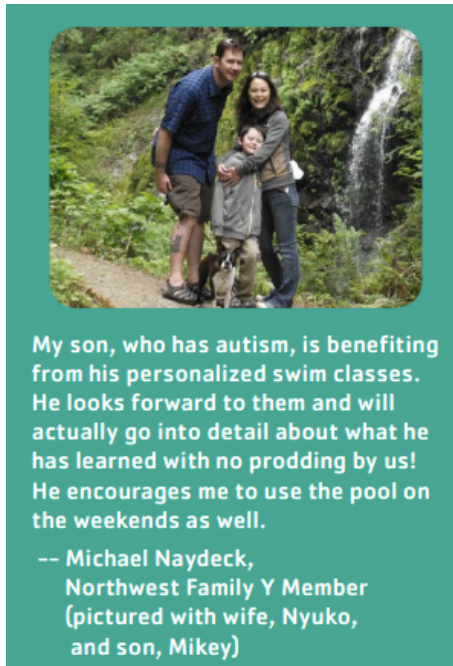
25. Briefly provide an overview of your organization and the services it offers. (response required for all agencies) 1000 words maximum – currently 759

Chartered in 1953, YMCA of Austin's mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. We are a dynamic association of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors. That's why, at the Y, strengthening community is our cause and our programs are always based on the needs and interests of our communities.

The Y is dedicated to building programs for youth development, for healthy living and for social responsibility that promote strong families, character values, youth leadership, community development and international understanding. The Y makes accessible the support and opportunities that empower people and communities to learn, grow and thrive by providing supportive and inclusive environments that nurture the potential of every youth and teen, improves the nation's health and well-being and provides opportunities to give back and support neighbors.

We currently serve over 60,000 active members and provide program services and special events to an additional 68,000 people in Travis, Hays and Bastrop counties. Since 2008, our membership has grown by

more than 90 percent. We also provide Afterschool Child Care at 15 licensed sites in three school districts as well as at four YMCA Learning Centers in affordable housing developments.



We have five core character development values that are the shared beliefs and essential principles that guide our behavior, our interactions with each other, our programs and curriculum and our decision-making - Respect, Responsibility, Honesty, Caring, and Faith.

Every year over 400 volunteers and staff members will actively go into the community during our annual Partner of Youth Campaign to raise the dollars needed to make sure that everyone, regardless of age, gender, race, faith, ability level, income or background has the opportunity to learn, grow and thrive.

Because our Mission is to serve ALL people, financial assistance is made available to any individual or family who wants to participate in a YMCA program or activity but who cannot afford the fee. Partner of Youth helps our Y live its Mission every day.

Financial assistance funded by Partner of Youth donations keeps the Y available for kids and families who need us most and provides programs that are responding to pressing community needs. 100% of all donations go directly toward providing life-changing experiences that will have a meaningful, enduring impact right in our Austin community. Additional facts about YMCA of Austin are as follows:

- In 2012, the YMCA provided \$2.5 million dollars in financial assistance so that more than 40,000 children and families could participate in YMCA programs and membership (Membership is not based on set fees but on household income); and we provide
- The Y offers free military memberships for families and soldiers serving our country;
- 1 out of 4 kids enrolled in Y Summer Day Camp receive financial assistance;
- 1 in 5 kids enrolled in Y Afterschool programs receive financial assistance;
- The Y provides scholarships for youth & family programs, aquatics, youth sports, memberships and fitness activities', and funding for teens to participate in YMCA Youth and Government;
- The Y hosts 20 special community-wide events which are free and open to the public;

- The Y offers programs to prevent summer reading loss and school-year tutoring to bring low performing children up to grade level;
- YMCA Project SAFE (Safety, Aquatics, Fitness Education) has taught more than 5,000 area first graders in targeted high minority, low-income schools how to swim and be safe in and around the water;
- The Y offers MEND (Mind, Exercise, Nutrition and Do it!), a free childhood obesity intervention program for obese/overweight children and their families; The YMCA of Austin was the first Y in the country to offer this innovative program;
- LIVESTRONG at the YMCA is a free, 12-week program for adult cancer survivors funded and conducted entirely by the YMCA;
- *Austin American-Statesman*/YMCA Swim Safe for Austin Kids provides free summer swim lessons for children living in low income neighborhoods, teaching more than 13,000 children in 14 years;
- The YMCA of Austin operates four YMCA Learning Centers located in affordable housing complexes;
- The Y has provided support services and childcare for the victims of the Bastrop fires;
- YMCA Early Learning Readiness (ELR) is a free program that prepares developmentally disadvantaged children for school success; and
- The YMCA Diabetes Prevention Program is a new program for patients diagnosed as pre-diabetic.

I've been a member of the East Communities Y since the day of the ribbon-cutting, and I have the scissors, ribbon and a brick in the walkway to prove it. I'd been an advocate for a Y in East Austin for years, and I was delighted to see one open there because of the variety of programs the Y offers.

I started working out on the bicycle and treadmill and then joined a water aerobics class with a group of ladies. We call ourselves "The Dazzling Divas" and have all become good friends and go to lunch together once a month. I developed arthritis in one of my knees, so about three or four years ago I received some instruction to improve my swimming stroke, and I began swimming laps. Now I swim five days a week.

The Y is kind of like a family. It's a friendly atmosphere. If you miss a couple of classes, somebody calls to check and see how you're doing. It's not about having a size two figure. It's about making exercise a part of your lifestyle. I cared for my mother and mother-in-law into their old age, and I learned a valuable lesson: You can't control the quantity of your life, but you can control the quality. Exercising at the Y is one way to do that, and it drives me to share that message with other women.

-- Wilhelmina Delco, East Communities Y Member (at top in pink with "The Dazzling Divas")



In Austin, across the nation and around the world, the accomplishments of the Y over the years reveal a mission to constantly search for innovative ways to meet community needs. An understanding of our history contributes to every decision we make, every program we offer and every value we practice. We celebrate our character daily, for years of conviction to do the right thing.

- 26. 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) 1000 words maximum**



I am a single parent of four with twin 6-year-old girls. Summer care is too expensive for me. Without the Y's help, my girls would not get the opportunity to learn, swim, grow, play, and excel like they do during the summer. This is their third year, and they love the Y so much. They have already started taking about all of the things they get to do, as well as all of the teachers and friends they will get to see soon. We love the Y!

**-- Tommie Hawthorne-Jefferson, Y Camp Parent
(of daughters Sadie and Sofia)**

Over our 60-year history, YMCA of Austin has stayed focused on identify community needs and employing one of our greatest strengths, the ability to adapt to meet evolving community needs. Today, as our nation faces a looming public health disaster, with alarming obesity rates and an epidemic of chronic diseases that stem from unhealthy lifestyles, YMCA of Austin is leading the way with programs such as Rx for Healthy Living, a collaboration with Sustainable Food Center that teaches how to incorporate proper nutrition and exercise into daily living. And our Diabetes Prevention Program aimed at patients diagnosed as pre-diabetic is literally saving lives. Additional Y programs are addressing pulmonary rehabilitation, childhood obesity, Alzheimer's and dementia, adaptive exercise and more. Our youth programs provide free swimming lessons to address the #1 killer of children under the age of 14, drowning, and we provide afterschool and tutoring to kids at risk of academic failure and school dropout. Our afterschool and summer care program ensures that children have a safe, nurturing and educational place to be after school lets out and while their parents are working.

What is even more important is that the every-day priority for YMCA of Austin is to make sure that Austin citizens at highest risk for obesity, Diabetes, drowning, academic failure and other challenges have uninhibited access to the programs they need to increase their life-potential. Financial assistance is made available to any individual or family who wants to participate but who cannot afford the program fee – those who most often need our help the most.

27. 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) 1000 words maximum

The demographic profile of the East Communities YMCA is as follows:



Constituency Report

Page 1 of 3

Association No.

0

Association Name East Communities

Address 5315 Ed Bluestein
Austin, TX 78723

This form collects information about key YMCA constituents: members, program members, volunteers, and donors. In counting volunteers, please use the checklist on Page 3-2 to make sure all categories are included.

A1. Constituency: Use unduplicated counts if possible. M = Male, F = Female												
	Infant/Toddler/Preschool Birth-5 Years			Elementary 6-11 Years			Jr/Sr High 12-17 Years			Young Adult 18-29 Years		
	M	F	U	M	F	U	M	F	U	M	F	U
Members	471	494	44	1,009	952	43	823	774	29	775	987	37
Program Members	30	24	5	188	109	8	59	34	9	57	58	0

	Adult 30-54 Years			Adult 55-64 Years			Adult 65+			Other		
	M	F	U	M	F	U	M	F	U	M	F	U
Members	1,534	2,196	46	192	292	4	167	247	11	22	30	24
Program Members	62	137	2	9	17	0	9	13	3	10	8	16

The count of program members is (check one) ☐ Duplicated ☒ Unduplicated

Our SEER/YMCA market research indicates that 80% of our community members live within a three-mile radius of the branch. And while the YMCA does not record ethnicity information for members and program participants, our community closely reflects the ethnic composition of the surrounding area.

28. 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)

All YMCA of Austin facilities meet or exceed ADA requirements and are located in neighborhoods with high-concentrations of Austin citizens that will benefit most from Y services and programs. In addition, all facilities are on major public bus routes. Also, our programs are specifically designed to remove barriers to access. For example, Our Project SAFE program provides weekly busing of first grade children from their

schools to our branch facilities and back to ensure that children can participate in important safety programs and other enriching activities.

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

If selected, the YMCA of Austin will incorporate Google Fiber into our East Communities Branch service offerings in the following ways:

- **Computer Lab** – Our East Communities Y offers a 12-station computer lab for use by YMCA members and program participants. For many YMCA users, particularly those receiving financial assistance, the YMCA computer lab is a primary Internet access point. Google Fiber will improve the speed and quality of the online experience for these users, especially in accessing high-bandwidth applications.
- **Computer Classes** – We have offered a variety of computer skills classes, from basic software proficiency to workforce development. Many exercises require some degree of access to the Internet. Google fiber will dramatically improve the speed of these processes, increasing the amount and quality of material that course instructors can cover in the allotted class time period. Examples include:
 - Creative writing classes for Older Adults
 - Basic, & Intermediate Microsoft classes (Excel, PowerPoint, Word, etc.)
 - Language Lab (ESL and foreign language with the use of language software)
 - Lifestyle enhancement tools (how to use Outlook to assist time management, etc.)
- **Multimedia Production Classes** – We have offered multimedia production classes for teens, for which students are uploading and downloading large video and audio files to and from Internet sites such as YouTube and web-based project management tools such as Dropbox. Google Fiber will dramatically increase the speed with which students can share files and instructors can review and provide feedback. Example include:
 - How to make a basic webpage (targeted to different ages...electronic scrapbooking, etc.)
 - Movie Maker classes (basic & advanced) for teens & older adults
 - Social responsibility community service projects (i.e. teens create website to connect Austinites with community resources)
 - YouTube channel for teens (etc.) to discuss community issues, how to tutorials, etc.
- **Live Streaming Exercise Classes** – Many factors contribute to obesity. Some people cannot access health and wellness facilities like the YMCA due to transportation challenges, work and family commitments, or costs. Others feel self-conscious about their weight and do not feel comfortable exercising in a setting like the YMCA. Google Fiber will enable the East Communities YMCA to

provide live streaming exercise classes that can be accessed at no cost by anyone with a computer and an Internet connection.

- **Live Streaming Nutrition Classes** – Similarly, the YMCA offers a variety of classes that teach the fundamentals of nutrition. Google Fiber will enable us to provide live streaming nutrition classes from the North Austin Y that can be accessed at no cost by anyone with a computer and an Internet connection.
- **Teleconferencing** – The YMCA hosts many group meetings among Y programs, from YMCA Youth & Government and YMCA Teen Leaders Clubs to monthly volunteer Board of Managers, committee and special event planning meetings. In addition, the technology could be utilized to enable our Global Teen and YMCA Teen Leadership program participants to engage in a Teen International Partnership Program (Skype or video conference connections) with affiliated Ys across the world. Further, the YMCA serves as a host facility for many other civic and nonprofit organizations to conduct their activities, including the American Heart Association, Special Olympics and area schools and churches. Google Fiber will enable the YMCA East Communities Branch to offer enhanced teleconferencing capabilities that will allow groups from across the community to come together virtually.
- **Innovative Wi-Fi Enabled Applications** – The significant increase in speed and bandwidth provided by Google Fiber will enable us to take advantage of innovative Wi-Fi enabled applications utilizing handheld devices for activities such as exercise tracking and biofeedback monitoring.

30. 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) 1000 words maximum

As part of our YMCA Strategic Plan, all YMCA program activities are required to record participation levels and reach target goals. If selected for Google Fiber, we would incorporate these new capabilities and/or new programs into our annual program evaluation matrix. Participation levels would be tracked and measured against budgeted targets and desired outcomes. Adjustments to our approach would be considered monthly as part of our management process. Programs that are not performing optimally will be revised. Participant feedback will be solicited and utilized to guide future decisions. Participant progress will be measured against benchmark data, and testimonials will be collected to document the intangible benefits provided by the new technology.

Community
(responses required for all agencies)

11. Briefly describe how Google Fiber will enhance public participation in your organization's service. 1000 words maximum

Google Fiber will enhance public participation in the East Communities YMCA's service in the following ways:

- By improving the functionality of our Computer Lab
- By improving the quality of our computer instruction
- By enabling live streaming of YMCA classes and providing free access to the public
- By enabling teleconferencing that allows groups from across the community to meet virtually
- By improving the quality of our Wi-Fi and enabling innovative wireless applications using handheld devices

Google Fiber will not only improve the quality of programs within the East Communities Y, but it will also expand the Y's reach virtually so that everyone in the community can access and benefit from Y programs.

12. Briefly describe how your organization promotes digital inclusion. 1000 words maximum

The East Communities YMCA promotes digital inclusion by offering computer and Internet access to all residents of our community. Many of our members and program participants who receive financial assistance utilize the YMCA Computer Lab at the East Communities Y as a primary computer and Internet access point. In addition, the East Communities Y offers instruction on basic computer software applications that enable more individuals to take advantage of the increased productivity potential that technology offers.

13. Will bringing Google Fiber to your organization help the underserved? Please explain. 1000 words maximum

The East Communities YMCA is open to all ages, genders, races, ethnicities, religions, ability levels and economic backgrounds. We will not turn anyone away due to financial circumstances. In 2012, the YMCA of Austin provided more than \$2.5 million to more than 40,000 individuals so that they could participate in and benefit from YMCA memberships and programs. The introduction of Google Fiber into our facility will provide local residents access to a wide array of services and capabilities previously outlined. All residents who want to participate in Y programs enabled by Google Fiber will be able to do so thanks to our financial

assistance program. Beyond the walls of our facility, Google Fiber will enable us to extend our reach by offering live streaming classes.

14. How much of your community will benefit from the Google Fiber connection? 1000 words maximum

The East Communities Y serves more than 10,000 members and participants annually. Furthermore, our programming is open to anyone who wants to participate but cannot afford the fees. The Google Fiber connection at our East Communities Y will not only enable YMCA members and program participants to benefit from our services, but in addition, will enable innovative new services that extend our reach virtually across the entire community.

15. Briefly describe how your organization will offer a new community service as a result of the Google Fiber connection. 1000 words maximum

Google Fiber will enable the East Communities Y to offer a new community service in the following ways:

- Because our facility is open to all, anyone desiring access to a computer lab with super-fast Internet connectivity will be able to take advantage of the benefits of Google Fiber.
- The high-speed connectivity will enable a whole new range of Computer and Multimedia Production Classes that are extremely rare in the community, particularly in underserved areas of the city. Classes might include the following:
 - Creative writing classes for Older Adults
 - How to make a basic webpage (targeted to different ages...electronic scrapbooking, etc.)
 - Basic, & Intermediate Microsoft classes (Excel, PowerPoint, Word, etc.)
 - Language Lab (ESL and foreign language with the use of language software)
 - Movie Maker classes (basic & advanced) for teens & older adults
 - Teen International Partnership Program (Skype or video conference connections)
 - Lifestyle enhancement tools (how to use Outlook to assist time management, etc.)
 - Social responsibility community service projects (i.e. teens create website to connect Austinites with community resources)
 - YouTube channel for teens (etc.) to discuss community issues, how to tutorials, etc.
- Google Fiber will enable our YMCA to offer an entirely new suite of live streaming classes, from health and wellness to nutrition and more, free of charge, to anyone with computer access and an internet connection. This capability will enable our East Communities Y to extend its reach far beyond its walls.

Innovation

(responses required for all agencies)

9. Please describe the potential innovative applications that could be developed with a gigabit connection. 1000 words maximum

With implementation of the above new services enabled through the gigabit connect, the East Communities Y will:

- Connect isolated communities and individuals to the larger world and create programs for teens and older adults (our target audiences) to experience information and meet people across the world ... to give them experiences to which they might not normally have access;
- Create an outlet to put information and creative talents on the web;
- Create ways to connect families and archive family histories; and
- Give people the technology skills and knowledge to increase the quality of their lives.

10. Does your organization have or foresee high bandwidth applications? 1000 words maximum

Yes, we envision extensive use of high-definition video and teleconferencing equipment, coupled with enhanced computer hardware, to create an entirely new “network” of free, publicly accessible classes.

11. Briefly describe how your organization is interested in advancing your technology. 1000 words maximum

The YMCA of Austin is prepared to make significant investments in video, teleconferencing and computer hardware in order to harness the incredible capabilities of a one-gigabyte connection. Currently, we plan to invest more than \$150,000 over the next three years in technology infrastructure to take advantage of the capabilities offered by Google Fiber. In addition to our own internal investments, we are prepared to draw upon existing partnerships within the community to secure additional resources.

Further, the East Communities Y is interested in advancing our technology as follows:

- Create technology programming through use of a robust computer lab
- Use multiple smart TVs we have for educational purposes and to showcase member projects
- Decrease paper use through increased availability of information via the web/electronic means
- Virtual classes or online classes

- Virtual meetings
- Utilize interactive white boards to help make child watch areas more educationally stimulating
- Digital cameras for movie making classes (topics aimed at areas of focus to reach more people with message of healthy living, youth development and social responsibility)
- To spotlight East Austin youth to show how amazing and innovative they are

12. Does your organization have the capacity and resources to advance your technologies? Please explain. 1000 words maximum

Yes, we currently have staff, volunteers and community partners prepared to teach the classes listed above; an eager and reliable audience of youth with basic technology knowledge and readiness available; and an older audience during the day who wants to learn more about technology.

We also have a robust IT team to assist in locating and installing any additional hardware needed, and we have the organizational knowledge and competency to create engaging programs for members and nonmembers. The YMCA of Austin also operates from a secure and stable financial foundation. In 2014, we will be investing \$50,000 in IT infrastructure, and we plan more than \$150,000 in IT investments over the next three years.

Practical Pragmatic

(responses required for all agencies)

9. Will the connection help your organization financially? How? 1000 words maximum

Yes. The YMCA of Austin utilizes a variety of SAS (software as service) applications to manage our membership and program database, as well as our accounting and fundraising operations. As such, YMCA staff, collectively, spend significant amounts of time working in these applications, and their productivity is limited by the speed of the current bandwidth connection.

With a one-gigabyte connection, YMCA staff will dramatically reduce the amount of time it takes for them to complete simple tasks (reducing the amount of time spent waiting for data to be transferred across the internet). Reducing the amount of time to complete a task from 30 seconds to 10 seconds increases productivity by two thirds. Multiply that by the number of employees we have and the number of people we serve, and the impact can be dramatic. Greater productivity and more time available to serve members and program participants can only yield a positive impact financially.

In addition, greater technology infrastructure will enhance both our free and fee-based program offerings and enhance the value of a YMCA membership, thus attracting new members and program participants as well as strengthening loyalty among existing constituents. Finally, our greater capabilities will increase our impact in the community and create a platform for the Y to forge new public, private and nonprofit partnerships as well as seek increased support from the community.

10. Will this be the organization's primary or secondary connection? 1000 words maximum

If chosen to receive the Google Fiber, this will become our primary connection.

11. Does your organization have (or will it have) equipment necessary to connect? 1000 words maximum

The East Communities YMCA has much of the equipment on hand, and an aggressive capital budget to purchase additional technology to reach our goals, as outlined in previous responses.

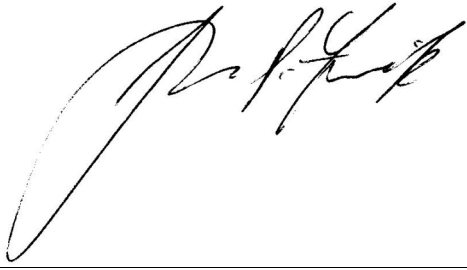
12. Does your organization currently have access to a high bandwidth connection? 1000 words maximum

Yes. However, it is slow, unreliable, and not adequate to take our technology goals to the next level.

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

James Finck, President/CEO, YMCA of Austin
Title

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

Email: digital.inclusion@austintexas.gov

Address: City of Austin – TARA - Municipal Building
124 W. 8th Street, Suite 210
Austin, Texas 78701