



Wireless Philadelphia 2.0

Digital Inclusion Innovation

December 16, 2008

Transition from EarthLink to NAC



With EarthLink's withdrawal in June, WP's programmatic and financial realities were completely altered.

Transition from EarthLink to NAC



This summer and fall, WP initiated and completed the following:

1. "Rapid Assessment" Program Evaluation (William Penn Foundation)
2. New Business Strategy (Philadelphia Foundation)
3. Key Board and Organizational Development Activities (Philadelphia Foundation)
4. Targeted Content Development (Robert Wood Johnson Foundation)

Strategy for Advancement



WP is no longer bound to one technology & old relationships. Our charge now is to:

1. Build on early success
2. Refocus service approach separate from any specific access technology
3. Launch and assess a new business model to foster expansion
4. Rename organization and refresh brand
5. Plan for future growth

WP's Core Business



Comprehensive Approach to Digital Inclusion, defined as follows:

1. Creating Demand for and Providing Broadband Access
2. Offering Local Training and Technical Support
3. Developing Targeted Content and Applications
4. Delivering Cost-Effective Hardware and Software as part of total service package

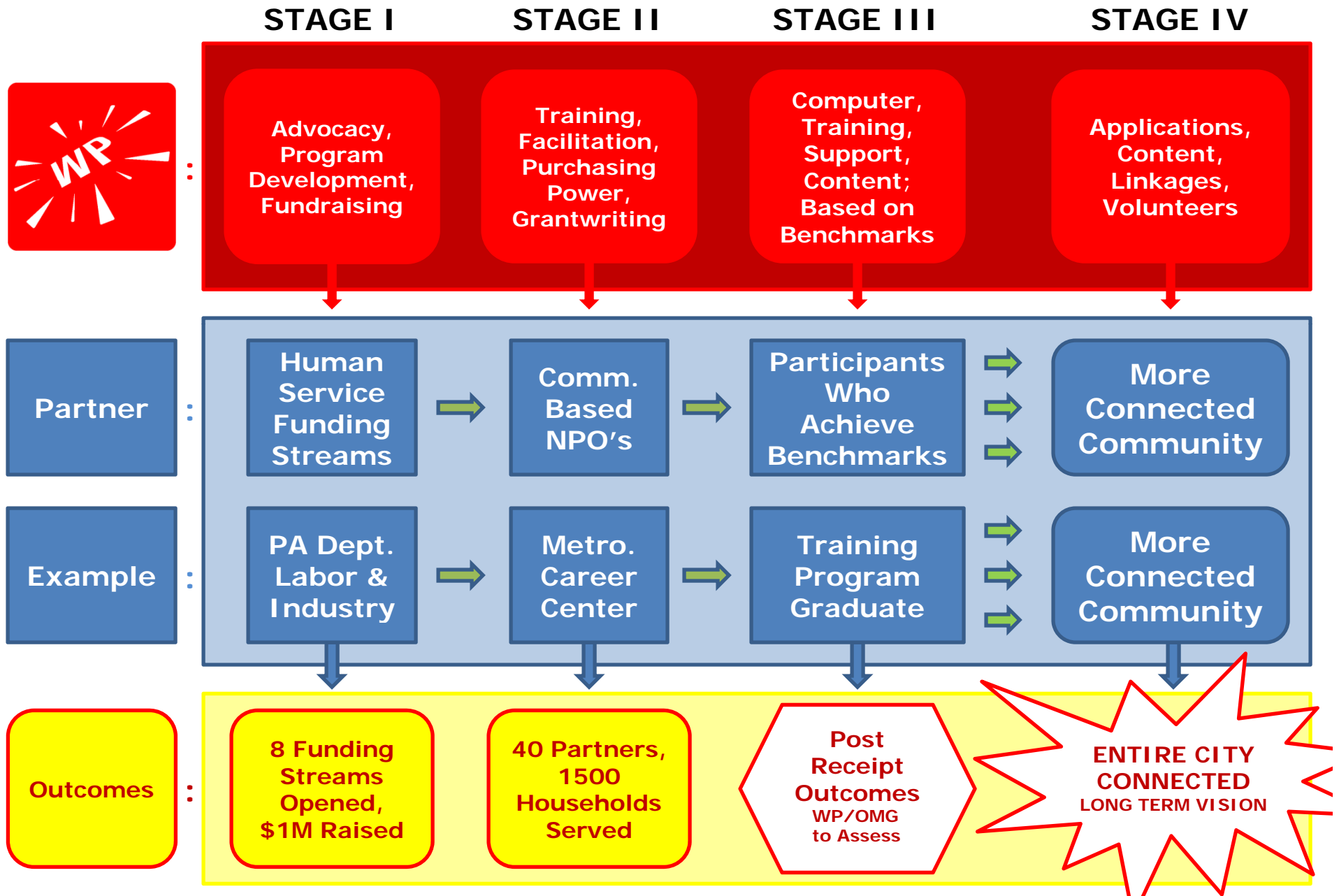
Refined Service Package



- New ultra-portable laptop computer
- One year of DSL service through PA Online
- Enhanced training including PC Basics, Email and Internet, Productivity Software (i.e. MS Office) and Social Networking
- Local Training and Technical Support
- Targeted content and applications

WP's DIGITAL INCLUSION PROGRAM

Innovative, Non-Traditional Service Model



Independent Evaluation: Key Findings I



Preliminary Summary Conclusions:

- Support exists for a sustained Digital Inclusion agenda in Philadelphia. As an adaptive, “learning” organization, WP’s board and staff have begun to refocus the program based on early lessons learned.
- Equipment and services are being integrated into households with effective trickle-up and trickle-down to other adult learners and children.
- Clients report using equipment and services for school, work, and leisure; job searching is frequently mentioned as a primary use of the internet.

Independent Evaluation: Key Findings II



Model Aspects that Hold Future Promise:

- Working with community-based partners (WIPs) to serve and train clients holds promise as a means to move from an incremental approach to citywide scale.
- The partnership approach enables WP to quickly identify, qualify and serve low-income candidates with little bureaucratic red tape and with no financial cost to the client, but instead based on achievement of benchmarks.
- Providing the computer, software, content, training and technical support for free was a strong enabler for client start up and ongoing use; this should be continued.





Organizational Priorities:

- **Create a small number of pilots** in target geographic and demographic communities from current and new initiatives. Provide full DI packages to show impact
- **Rename and rebrand** to reflect focus on digital inclusion vs. wireless technology
- **Move forward** with pending and existing partnerships that hold future promise

Pilot Project Selection Criteria



Primary Factors:

1. Dedicated Staff to Ensure Ongoing Communication
2. Availability of Serviceable Customers
3. Customer Trackability Over Minimum 6 Months
4. Measurable Community Impact
5. Administrative and Technology Capacity
6. Funding Opportunities



Initial Pilot Project Partners



Partner	Sector	Funder
Philadelphia Academies	Education	Motorola Foundation
Maternal Child Health	Health	First Hospital Foundation
Local Small Businesses	Small Business	American Cities Foundation
Vision for Equality	Disabilities	PA Dept. Community and Economic Development