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## Status of the Initiative

May 21, 2007

**Objective:** to create a ubiquitous, affordable wireless Internet network that will support small business, enhance government efficiency, improve the visitor experience and promote Digital Inclusion.

**The Main Players:** *Wireless Philadelphia*, a small nonprofit organization with the primary mission of Digital Inclusion; *EarthLink*, which is building the network at its own expense; the *City of Philadelphia*, which created the initiative and leases streetlamps to EarthLink for placement of devices required to create network.

**The Issue:** of the roughly 600,000 households in the City, more than half lack Internet access - the lowest Internet penetration rate of any major city. Today, one cannot apply for an entry-level position in a downtown hotel or major hospital without the Internet.

**Furthermore:** of those who are connected, barely 25% have broadband. Broadband v. dial-up is an additional Digital Divide, according to the Pew Internet and American Life Project, as those with broadband are able to engage in a much wider variety of online activities – and far more often – than those using dial-up.

**Therefore:** WP's main purpose is to help those who are not online get connected, so they too can use the powers of the Internet to improve their educational, employment and life opportunities.

**WP's Vision:** The Entire City - *Connected*.

**WP's Method:** Digital Inclusion.

**WP starts with:** 25,000 sub-wholesale price accounts (\$9.95/month versus \$21.95/month retail) to distribute to qualifying households; "presumptive eligibility" granted to participants in existing supportive programs such as employment and training, supportive housing, children and family services, etc.

**WP's service bundle:** "TEACH" **T**rainning, **E**ducation, **A**ccess, **C**ontent, **H**ardware

**Wireless Internet Partners (WIPs):** established, highest-quality community-based organizations that can identify, qualify, subscribe, handle payment, and distribute the TEACH bundle according to their goals and benchmarks.

**Service Goals for Year Ending June 30, 2007:** 1,000 households connected.

**Service Goal for Year Ending June 30, 2008:** 3,000 additional households.

**Four Year Service Goal:** at least 10,000 households receive complete bundle.

**WIPs to date:** People for People, Impact Services, Nueva Esperanza, Jewish Employment and Vocational Services; Congreso de Latinos Unidos, Mayor's Office of Ex-Offender Re-entry, Turning the Tide, Philadelphia Prisons Department, Eastern College, Creative Urban Educational System, Metropolitan Career Center, CareerLink, Institute for the Development of African-American Youth, Mayor's Office of Community Services Workwise, Mayor's Office of Community Services Fatherhood Initiative, School District.

**Proof of Concept Area:** 15 Square Mile Test Area across North Philadelphia. Expected Acceptance Date: Late May, 2007.

**Citywide Build-out:** Begins Upon Formal Acceptance of Proof of Concept.

**Anticipated Completion of Network:** All 135 square miles completed by Fourth Quarter, 2007.

**Free Zones:** Build-out includes 25 major and neighborhood parks designated for free outdoor Internet access, totaling 10 square miles.

**2007 Philadelphia Barrister's Community Service Award Recipient:**  
Wireless Philadelphia