

# CALIFORNIA EMERGING TECHNOLOGY FUND

Please email your organization profile to [info@cetfund.org](mailto:info@cetfund.org).

## ORGANIZATION PROFILE: CALIFORNIA COMMUNICATIONS ACCESS FOUNDATION JUNE 30, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>CALIFORNIA COMMUNICATIONS ACCESS FOUNDATION (CCAF)</b>
Name(s) of Principal(s) and Complete Titles	Shelley Bergum, Chief Executive Officer Sharon Albert, Director of Operations Jim Murphy, Controller
Contact Information (complete)	<b>1300 Clay Street, Suite 600</b> <b>Oakland, CA. 94612</b> <b>510-446-7766 phone</b> <b>510-446-7767 fax</b> <a href="mailto:info@communicationsaccess.org">info@communicationsaccess.org</a>
Name of Program or Project (if different from organization)	<b>Computer Accessibility for Seniors</b>
Geographic Location or Focus of Program or Project	San Francisco Bay Area Los Angeles, Orange County Area
Demographic Overview of Focus Community or Population	Seniors with disabilities
Description of Program or Project named above	Goal: To enable California seniors with disabilities to remain in their homes as a supported environment through accessing services and information available online.
o Goals	
o Objectives	Objectives: 1) To research and identify the best accessibility products for computers. 2) To assist seniors with disabilities in selecting and learning to use these accessibility products to more effectively use their computers to access online resources.
o Strategies	Strategies: 1) Utilize existing experts to identify the best accessibility products currently available. 2) Collaborate with existing community-based senior service providers to identify seniors with disabilities who need assistance (equipment or training or both) to be able to access online health and welfare resources. 3) Build a sustainable model that connects seniors with appropriate products through developing training and delivery mechanisms in one community that can be easily replicated in other communities.
o Actions	Actions: 1) Network with experts in the field of computer accessibility software and products (including consumers) to learn about the best products. 2) Collaborate with existing programs that support and serve seniors with disabilities to identify seniors who need accessibility products to use their computers (including

**CALIFORNIA EMERGING TECHNOLOGY FUND**

	seniors who don't have computers). This includes seniors at home who do not use community facilities. 3) Implement a Train-the-Trainer program to train individuals in these programs to teach the seniors about the accessibility products. 4) Negotiate with vendors of the accessibility products for discounts on or donations of their products. 5) Provide the free or discounted products to the identified seniors and arrange for training in homes or in a community facility. 6) Involve the families and support groups of the seniors, especially those at home, to educate them about help resources in their communities. 7) Promote the value and usefulness of the accessibility products through publishing on senior-oriented websites stories and testimonials of the seniors who have been trained.
o Outcomes	Outcomes: Identified seniors with disabilities will be successful in using computers to access online resources which will help them to remain in their own homes, rather than be forced into more restrictive living environments. (See numbers below.)
o Brief History (when was the organization founded or when was the program launched?)	The California Communications Access Foundation (CCAF) was founded in 2002. Our primary program to date is the management and operation of the Deaf and Disabled Telecommunications Program (DDTP), which is a state-mandated program to provide specialized telecommunications equipment and services to people with disabilities in California. We operate this program through a contract with the California Public Utilities Commission (CPUC), which we have held since 2003. We also hold a contract with the CPUC to provide realtime captioning services to the DDTP, to make meeting and outreach events accessible to people who are deaf and hard of hearing. Prior to 2003, CCAF management and staff operated and managed the DDTP as staff to an Administrative Committee, which was appointed by the CPUC. The Computer Accessibility for Seniors is a new project which will draw on CCAF's breadth of knowledge and experience in providing telecommunications equipment training to people with disabilities and expand that experience to computer accessibility technologies.
o Size and Magnitude of Program or Project	Computer Accessibility for Seniors will seek to train 650 seniors in the first year, through community training and assistance locations and through visiting seniors in their homes. This will be accomplished through training about 25 people in two different geographic regions in California who will then train the 650 identified seniors. Through involving the families and support networks of the seniors trained, a total of about 1,950 people will be impacted through the project in the first year.
▪ Number of People Served, Involved, Impacted	
▪ Annual Budget, Percentage of Earned Income and Staff	Projected Annual Budget: \$943,350 Staff: 6.2 FTE (paid and in-kind contributed)
▪ Funding Sources and Partners	Partners: SeniorNet, Alliance for Technology Access, The Assistive Technology Network, The Hearing and Speech Center of Northern California
o Results and Evidence of Success	Metrics for evaluation: Number of trainers trained Number of seniors with disabilities trained Value of discounts provided on accessibility devices Estimated value of services provided online to seniors trained
• Metrics for Evaluation Progress	
• Change in Outcomes or Metrics Over Time	Results will be measured and evaluated monthly, and will be achieved within the first month of the project. Number of trainers and seniors trained will increase monthly, up to the total estimated numbers within one year.
• How long does it take	Cumulative value of discounts on products and devices will be measured monthly.

5 Third Street, Suite 520 | San Francisco, CA 94103 | P 415.744.CETF (2383) F 415.744.2399

[www.cetfund.org](http://www.cetfund.org)

1000 Alameda Street | Los Angeles, CA 90012 | P 213.346.3222 F 213.808.1009

**CALIFORNIA EMERGING TECHNOLOGY FUND**

to secure results for the program above?	
--	--

Note: By submitting the Organization Profile you are agree that the:

- Your Organization expressly grants permission to post the submitted information in a public area of the CETF website,
- Statements and representations made about your non-profit are true and contain falsehoods, and
- Your Organization will keep the information updated either on its own or at the prompting of CETF to ensure that it remains true and accurate reflects the current status and historical operating results of your organization.

You also give CETF the right to share the information with its Board, officers, employees and agents in printed documents as the Fund seeks to share examples.

Please email your organization profile to [info@cetfund.org](mailto:info@cetfund.org).