

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## ORGANIZATION PROFILE: ORGANIZATION NAME DATE

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>OAKLAND TECHNOLOGY EXCHANGE – WEST (OUR FISCAL AGENT IS THE MARCUS A FOSTER EDUCATIONAL INSTITUTE)</b>
Name(s) of Principal(s) and Complete Titles	Bruce Buckelew, Founder and Director, Oakland Technology Exchange – West Safi Jiroh, Executive Director, Marcus A. Foster Educational Institute
Contact Information (complete)	<b>Bruce Buckelew. Phone 510-469-4164(mobile), 510-893-4822 (office) <a href="mailto:brucebuckelew@yahoo.com">brucebuckelew@yahoo.com</a></b>
Name of Program or Project	
Geographic Location or Focus of Program or Project	Oakland, California
Demographic Overview of Focus Community or Population	OTXWest serves all citizens in Oakland who need a computer. Our focus is on youth. Currently, any 6 <sup>th</sup> -12 <sup>th</sup> grader and their family are eligible to receive a free computer, training and technical support. We also provide opportunities for community members to earn computers through volunteer activities. The population who receives our services varies, but is usually 60% African American, 30% Latino, 10% Asian and other. Close to 60% of young people in the Oakland School District are eligible for the federal free- or reduced- lunch. Recent studies have shown that OUSD graduates about 50% of its students.
Description of Program or Project named above	Eliminate the digital divide in Oakland and keep it closed. I know this sounds ambitious, but we think it can be done in the next four years. We specifically provide:
<ul style="list-style-type: none"> <li>o Goals</li> </ul>	<ol style="list-style-type: none"> <li>1. Access to free home computers to Oakland residents along with training and technical support.</li> <li>2. Access to community based public access computers by providing low cost refurbished computers to any nonprofit providing community access.</li> <li>3. Promotion of free and low cost Internet by promoting low cost wifi and providing lifeline rate dialup Internet.</li> <li>4. Provide multimedia education to youth empowering them to create rich media using the multimedia tools available on all of our computers.</li> <li>5. Re-use computers whenever possible, and recycle the rest. Keeping it out of landfill, and, whenever possible, in productive use.</li> </ol>
<ul style="list-style-type: none"> <li>o Objectives</li> </ul>	<ol style="list-style-type: none"> <li>1. Continue to provide basic computer and Internet training to low income families. Upon completion of the trainings, families or individuals will receive, free of charge, an Internet ready computer, with Windows 2000 Professional, with dozens of family appropriate applications. Continue to provide technical support on all of the computers we have distributed. Our current objective/rate is 1500 computers per year.</li> <li>2. Continue to provide and install 1000 Internet ready, school ready, and Community Technology Center</li> </ol>

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	<p>ready computers to schools and non-profits in Oakland.</p> <ol style="list-style-type: none"> <li>3. Expand our program to additional groups; specifically, Oakland residents who are studying for their GED, college students, adults attending job training classes in computers with the Oakland adult schools, returning prisoners (released and paroled) who are participating in re-entry programs, and group homes for foster children.</li> <li>4. Continue to expand our multimedia training offerings, primarily to Oakland youth, to give them the ability, confidence and access to multimedia tools to tell their own stories and empower their own voices.</li> </ol>
<ul style="list-style-type: none"> <li>o Strategies</li> </ul>	<ol style="list-style-type: none"> <li>1. We have a model that works. We have provided well over 20,000 refurbished computers to the Oakland community in the past 10 years. We can scale our operation up to truly fill the need for access to computers.</li> <li>2. We have worked closely with Mayor Ron Dellums citizens task force to end the digital divide in Oakland. Mr Dellums has recently issued a letter declaring the city's intention to end the divide in four years. It will tak the entire community. A copy of the letter is attached.</li> <li>3. We strongly endorse the recent action by the Oakland City Council Finance Committee to do a needs assessment and make a proposal on Municipal WiFi. We will work closely with the consultant to make sure the needs of low income people are included in recommendations.</li> <li>4. We will host a "Digital Inclusion Summit" later this year to gain the support and singular commitment of all organizations in Oakland working on different aspects of the digital divide to work together to end the divide, provide the education to exploit technology for all, and provide the technical support to keep it closed.</li> </ol>
<ul style="list-style-type: none"> <li>o Actions</li> </ul>	<ol style="list-style-type: none"> <li>1. Continue to advertise through the schools, libraries, park and rec department of the City and others to continue to meet the access needs of our youth and their families.</li> <li>2. With this grant, expand our eligibility to GED students, Oakland resident college students, adults attending computer related job training classes (originally through the Oakland Adult School), and prison release re-entry programs.</li> </ol>
<ul style="list-style-type: none"> <li>o Outcomes</li> </ul>	<ol style="list-style-type: none"> <li>1. Continue to provide 1500 trainings and computers to Oakland youth and their families and the technical support necessary to keep theirs and the previous 10,000 computers up and running.</li> <li>2. Expand eligibility and provide computers to an additional 750 computers with appropriate training (a 50% increase over current numbers).</li> </ol>
<ul style="list-style-type: none"> <li>o Brief History (when was the organization founded or when was the program launched?)</li> </ul>	<p>The Oakland Technology Exchange (OTX) was founded in 1995 by Bruce Buckelew, a retired IBM engineer. It began as a school based program at Oakland Technical High School with a primary focus of providing classroom computers in the Oakland Public Schools. In 2000, Mr. Buckelew started a second organization, OTXWest, with a mission of focusing on high quality refurbished computers for families to have in their homes. In 2002, the original OTX was closed by the school district during the budget fiasco. OTXWest expanded their mission to providing school and home computers as well as computers to non-profits who provide community access.. Since its inception, OTX and OTXWest have refurbished over 20,000 computers and put them back to productive use. It has been recognized as a leader in large scale non-commercial refurbishing. See "<a href="#">Islands in the Wastestream: Baseline Study of Noncommercial Computer Reuse in the United States.</a>"</p> <p>This first-ever comprehensive analysis of the computer recycling and reuse field assesses the opportunities</p>

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	and hurdles currently facing the computer recycling and reuse industry and offers ideas regarding how to develop noncommercial reuse in the United States.
<ul style="list-style-type: none"> <li>o Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>1. OTXWest refurbishes approximately 200 computers per month/ 2500 per year.</li> <li>2. OTXWest trains approximately 3000 family members with students per year in basic computer and Internet usage. An additional 500 community members are also trained. This results in 1500 free computers given to families per year.</li> <li>3. OTXWest provides approximately 1000 computers to school labs, classrooms and community groups. These are used on the average 3 hours per day, 5 days per week, 30 weeks per year. Or approximately 450,000 computer hours per year. Our computers last 2-3 years, providing over 1,000,000 community computer hours per year.</li> <li>4. Our program has directly impacted over 50,000 people in Oakland (my best conservative estimate)</li> <li>5. We also have over 500 volunteers at our facility per year and over 1000 volunteer sessions.</li> </ol>
<ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul>	Our OTXWest annual budget is currently \$360,000 per year. Our director is a volunteer and takes no salary. We generate approximately half of our revenue through charges for services. At the request of the School District, we charge a school or non-profit a portion of our cost. This generates approximately \$180,000 per year. We currently have six full time staff and an additional 6 part time staff.
<ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul>	We receive grants from The Tides Foundation, Akonadi Foundation, Consumer Protection Foundation, Stopwaste.org, San Francisco Foundation, and others including individuals.
<ul style="list-style-type: none"> <li>o Results and Evidence of Success             <ul style="list-style-type: none"> <li>• Metrics for Evaluation Progress</li> </ul> </li> </ul>	We measure our success in the number of people served. We strongly believe that access to a computer and the Internet has become necessary for full participation in the 21 <sup>st</sup> century. Early in our project, we worked with a grant that conducted an extensive phone survey assess the usage of the computers in the homes. These evaluations were extremely positive and are available on request.
<ul style="list-style-type: none"> <li>• Change in Outcomes or Metrics Over Time</li> <li>• How long does it take to secure results for the program above?</li> </ul>	<p>Robert Fairlie, associate professor of economics at UCSC, completed a study in 2005 that found that: Teenagers who have access to home computers are 6 to 8 percentage points more likely to graduate from high school than teens who lack access to a home computer, after controlling for individual, parental, and family characteristics.</p> <ul style="list-style-type: none"> <li>• Only 50.6 percent of blacks and 48.7 percent of Latinos have access to home computers, compared to 74.6 percent of whites.</li> <li>• Only 40.5 percent of blacks and 38.1 percent of Latinos have Internet access at home, compared to 67.3 percent of whites.</li> <li>• Among children, slightly more than half of all black and Latino children have access to a home computer, and about 40 percent have Internet access at home. By comparison, 85.5 percent of white children have home computer access, and 77.4 percent can use the Internet at home.</li> </ul> <p>See <a href="http://www.ucsc.edu/news_events/press_releases/text.asp?pid=767">http://www.ucsc.edu/news_events/press_releases/text.asp?pid=767</a> While we don't track individual outcomes, we firmly believe that access (to computers and the Internet),</p>

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**REGION** FACT FINDING CONVERSATION  
WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS

**DATE**  
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applications, affordability, accessiibility, assistance (meaning free technical support) is critical for our residents.