

# CALIFORNIA EMERGING TECHNOLOGY FUND

## LOS ANGELES FACT FINDING CONVERSATION WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS

FEBRUARY 9, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>ONE ECONOMY</b>															
Name(s) of Principal(s) and Complete Titles	Rey Ramsey, Chief Executive Officer; Ben Hecht, President and Chief Operating Officer; Alec Ross, Executive Vice President, External Affairs; Dave McConnell, Vice President, Access Services; David Saunier, Vice President, Media Division; David Jackson, Vice President, Eastern Region; Nicol Turner-Lee, Vice President, Midwest Region Robert Bole, Vice President, Consumer & Media Services; Waldo McMillan, Vice President and General Counsel Sonja Murray, Vice President; Alan Greenlee, Director, Partnerships (Los Angeles contact)															
Contact Information (complete)	Washington DC – Headquarters; 1220 19th Street NW, Suite 610; Washington, DC 20036 T: (202) 393-0051; F: (202) 393-7260  California office locations: <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Los Angeles</td> <td style="width: 33%;">San Francisco</td> <td style="width: 33%;">San Jose</td> </tr> <tr> <td>3345 Wilshire Blvd., Suite 1005</td> <td>539 Bryant Street, Unit 304</td> <td>1290 Parkmoor Ave</td> </tr> <tr> <td>Los Angeles, CA 90010</td> <td>San Francisco, CA 94107</td> <td>San Jose, CA 95126</td> </tr> <tr> <td>T: (213) 480-0023</td> <td>T: (415) 734-9103</td> <td>T: (408) 277-3265</td> </tr> <tr> <td>F: (213) 480-1788</td> <td>F: (415) 734-9105</td> <td>F: (408) 295-4537</td> </tr> </table> <p>Other office locations are in New York, Atlanta, North Carolina, Miami, Portland, Battle Creek, and Chicago.</p>	Los Angeles	San Francisco	San Jose	3345 Wilshire Blvd., Suite 1005	539 Bryant Street, Unit 304	1290 Parkmoor Ave	Los Angeles, CA 90010	San Francisco, CA 94107	San Jose, CA 95126	T: (213) 480-0023	T: (415) 734-9103	T: (408) 277-3265	F: (213) 480-1788	F: (415) 734-9105	F: (408) 295-4537
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Name of Program or Project (if different from organization)	The Beehive; <i>Bring IT Home</i> ; Digital Communities; Digital Connectors															
Geographic Location or Focus of Program or Project	See contact information above															
Demographic Overview of Focus Community or Population	Asian: 5%, Black: 40%, Latino/Latina: 30%, White: 20%, Other: 5%															
Description of Program or Project named above	The mission is to maximize the potential of technology to help low-income people improve their lives and enter the economic mainstream. One Economy's web content (thebeehive.org) is in English and Spanish.															
O Goals																
O Objectives	One Economy is doing more to bring broadband and educational online content to low-income people than any other nonprofit. <ul style="list-style-type: none"> <li>• Serve as a catalyst for wired and WiFi/wireless solutions around the country for developers, public housing authorities, nonprofits, Native American tribes and municipalities.</li> <li>• Work to expand its online content through new web properties that address education, civic engagement and health.</li> </ul>															

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O Strategies	One Economy works to bring access to broadband into the homes of low-income people. However, One Economy believes that access is less relevant if people cannot use it to find the content that they can use to raise their standard of living and connect to the economic mainstream. Consequently, One Economy has built and currently maintains an online resource, the Beehive, to help low-income people with money, health, school, jobs, family, housing, immigration and more.
O Actions	<p>One Economy is continually working to expand The Beehive content to provide more resources to help low-income people join the economic mainstream.</p> <p>The organization recently launched its latest public policy initiative, the campaign for the Public Internet Channel, which will provide an online destination for all Americans and provide resources on safety/emergency services, economic livelihood, education, health and civic affairs.</p> <p>One Economy seeks to promote young people as creative agents of change who can apply their knowledge of technology to the improvement of civic life. The Digital Connectors program develops youth leaders and cultivates a digital culture in low-income communities.</p>
O Outcomes	<p>Through the <i>Bring IT Home</i> Campaign we have changed housing finance policies in 42 states so residential broadband infrastructure is financed as part of the construction of government subsidized housing.</p> <p>Since 2002 One Economy has also provided access to the Internet at home to over 200,000 low-income families. The Beehive website has also resulted in the following:</p> <ol style="list-style-type: none"> <li>1. More than 315,000 high school students have received help with their homework</li> <li>2. More than 80,000 people learned about how to achieve their GED.</li> <li>3. 425,000 people have learned about diabetes.</li> <li>4. 165,000 people have learned about weight loss.</li> <li>5. 422,000 people have learned about Medicaid.</li> <li>6. In 2006 alone, more than 7,200 parents determined they could acquire free health insurance for their children.</li> <li>7. 16,000 people have created and saved business plans on the Beehive Entrepreneur's Center.</li> <li>8. 20,000 Spanish-speakers got information on finding a job.</li> <li>9. 235,000 people have learned about creating a family budget.</li> <li>10. During the 2006 tax season, \$1.8 million in tax refunds was returned through the Earned Income Tax Credit program to users who filed their taxes on the Beehive.</li> </ol>
Brief History (when was the organization founded or when was the program launched?)	One Economy was founded in 2000, with the goal of providing broadband access to low-income people and began by focusing on those who reside in affordable housing.
O Size and Magnitude of Program or Project Number of People Served, Involved, Impacted	<ul style="list-style-type: none"> <li>• One Economy has provided more than 200,000 low income Americans with Internet access.</li> <li>• Our Beehive website has been visited over 9.6 million times since its inception, of which 1.9 million visits were by Spanish users.</li> <li>• To date, 600 youth in our Digital Connectors program have delivered over 25,000 hours of service to approximately 7,000 families across twelve cities.</li> </ul>
Annual Budget, Percentage of Earned Income and Staff	\$14.7 million and over 55 FTE (estimate)

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<p>Funding Sources and Partners</p>	<p>AT&amp;T Foundation, Bell South, Cisco Systems, Ebay, Fannie Mae Foundation, Intel, Microsoft, Verizon, Time Warner, Yahoo and many more. <a href="http://www.one-economy.com/about/supporters-corppartners.asp">http://www.one-economy.com/about/supporters-corppartners.asp</a></p>
<p>O Results and Evidence of Success Metrics for Evaluation Progress</p>	<p>The organization evaluates its success through the traffic numbers on the Beehive website. To date, 315,000 high-school students have gotten help with their homework; students have received 9,000 hours of free online tutoring, 422,000 people have learned about Medicaid, and \$1.8 million in tax refunds were returned to users who filed through the Beehive network. See Outcomes section.</p>
<p>Change in Outcomes or Metrics Over Time How long does it take to secure results for the program above?</p>	<p>Although Beehive traffic numbers is one of the ways that to evaluate One Economy, it has also seen tangible results in the communities where it works.</p> <p>Greene County, North Carolina is an example that clearly illustrates how effective it is in revitalizing a community. Their work has had a measurable impact throughout the county, specifically in increasing and improving communication among local organizations, government officials and residents. One Economy programs have been a platform for improved academic achievement and for citizens to connect to the economic mainstream.</p> <p>Since beginning work in Greene County in 2003, the SAT composite scores of students increased by 41 points, high school proficiency scores increased from 53% to 78%, and more than 80% of the 2006 Senior Class applied to college compared to 28% in 2004. In addition, 12 new businesses were attracted to open in Greene County.</p> <p>The process of evaluation is a critical part of One Economy’s work. The most recent independent evaluation of the organization’s digital communities in San Jose, California and Miami, Florida reaffirmed that One Economy’s theory of change and how to address poverty through digital inclusion strategies works. Based on a comparison to a national study of Internet users conducted by the Pew &amp; American Life Project, findings show that One Economy Digital Communities are:</p> <ul style="list-style-type: none"> <li>Using the Internet at higher rates than other low-income Americans;</li> <li>Accessing the Internet through broadband technologies at rates higher than other low-income users;</li> <li>Improving job performance, health outcomes and community connections through Internet use at rates higher than other low-income users; and</li> <li>Engaging in specific online activities – such as enrolling in web-based courses – that can lead to positive social and economic outcomes at rates higher than other low-income Internet users.</li> </ul>