

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## ORGANIZATION PROFILE: SOUTHEAST COMMUNITY DEVELOPMENT CORPORATION JUNE 29, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>SOUTHEAST COMMUNITY DEVELOPMENT CORPORATION</b>
Name(s) of Principal(s) and Complete Titles	Cesar Zalidvar-Motts, Project Director
Contact Information (complete)	<b>234 N. El Molino Avenue, Suite 202 Pasadena, CA 91101</b>
Name of Program or Project (if different from organization)	<b>Southeast Cities Technology Collaborative</b>
Geographic Location or Focus of Program or Project	The Southeast area consists of nine cities and communities, including: Bell, Bell Gardens, Cudahy, Florence-Firestone, Huntington Park, Maywood, South Gate, Vernon, and Walnut Park.
Demographic Overview of Focus Community or Population	The Southeast area consists of nine cities and communities, including: Bell, Bell Gardens, Cudahy, Florence-Firestone, Huntington Park, Maywood, South Gate, Vernon, and Walnut Park. Based on recent estimates by the California Department of Finance, the total population for this area is about 322,303. Latest Census data indicates that 94% of residents in the Southeast are Spanish-speaking Latinos with income and education levels below the Los Angeles county median. Most residents have less than a high school diploma and very few pursue and/or complete a college education. Moreover, data compiled by United Way of Los Angeles, indicates that Spanish is the dominate language spoken at home with less than 35 percent of the population speaking English only
Description of Program or Project named above	The goal of the Collaborative is to address the five factors that prohibit or limit access to the Internet: Access, Application, Affordability, Accessibility, and Assistance.
<ul style="list-style-type: none"> <li>o Goals</li> <li>o Objectives</li> </ul>	The objective of the Southeast Cities Technology Collaborative is to create and support local initiatives to strengthen families, improve neighborhoods, and expand the local economic and social infrastructure through prevention and transformational approaches.

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<ul style="list-style-type: none"> <li>○ Strategies</li> </ul>	<p>Southeast Cities Technology Collaborative will conduct a community assessment of available broadband services and public technology centers located in the Southeast. The Collaborative will seek public input regarding the barriers to achieving the five objectives listed above. This assessment will be conducted by community wide surveys, focus groups, and townhall meetings. Each collaborative partner will also conduct an inventory of its internal technology resources and identify the barriers to broadband access faced by their clients or constituents.</p> <p>The Collaborative will review the information gathered by the assessment process and identify common concerns.</p> <p>The group will develop a community strategy to address these technology issues in order to reduce or eliminate the Digital Divide in the region. The ultimate long term goal is to transform the southeast area into a technologically advanced community, spur economic growth, and improve the lives of its residents.</p> <p>The Collaborative will compile and evaluate the above information and submit a detailed proposal to the California Emerging Technology Fund for additional funding. This proposal will include specific plans for evaluating project activities and detailed work plan of monthly activities and quarterly deliverables, including progress reports toward outcomes.</p>
<ul style="list-style-type: none"> <li>○ Actions</li> </ul>	
<ul style="list-style-type: none"> <li>○ Outcomes</li> </ul>	<ul style="list-style-type: none"> <li>○ By the end of August 2007, the Collaborative will conduct a community assessment of the current technology infrastructure and deficiency as measured by focus groups, surveys, and townhall meetings.</li> <li>○ By the end of September 2007, the Collaborative will identify and select a research-based community strategy to support and expand the current technology infrastructure and develop a comprehensive plan to reduce the “Digital Divide” as measured by the creation of the Southeast Cities Technology Community Plan.</li> <li>○ By the end of October 2007, the Collaborative will identify at least five community partnership from the private, public, and nonprofit sectors to provide financial and/or administrative resources to</li> </ul>

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	<p>implement a Southeast Cities Technology Community Plan as measured by the submission of a detailed grant proposal.</p>
<ul style="list-style-type: none"> <li>○ Brief History (when was the organization founded or when was the program launched?)</li> </ul>	<p>The Southeast Community Development Corporation (SCDC), a 501(c)3 nonprofit organization, was established in 1994 as a multi-jurisdictional subregional planning entity specifically to encourage economic and community development activities. The SCDC consist of representatives from the business community, local elected officials, and community representatives from the Southeast cities.</p> <p>The SCDC has a history of managing community projects and producing positive results. It has administered bus shuttles for the cities of Montebello and Huntington Park, administered a federally funded house renovation project for the city of Huntington Park, administered a 2000 Census Questionnaire Assistance Center, distributed loans through the Small Business Micro Loan Program, administered a business assistance center, formed a Southeast Health Coalition, and co-sponsored for twelve years a college scholarship program and college conference fair for students in the Southeast area. The SCDC has been selected to serve as the lead and fiscal agency for a newly formed group called the Southeast Cities Technology Collaborative (Collaborative).</p> <p>The Collaborative consists of agencies from the public, private, and non-profit sector. Community partners include the city council members from the Southeast cities, Un Paso Mas, One Economy Corporation, Oldtimer’s Foundation, Huntington Park Business Improvement District, LAUSD Career Development &amp; Adult Programs, Los Angeles Southwest Community College District, Fuerza, Community Union Inc., Human Services Association, and L.A. Community Legal Center and Educational.</p>
<ul style="list-style-type: none"> <li>○ Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul>	<p>The annual budget of the Southeast Community Development Corporation for fiscal year 2007 is \$100,000.</p>
<ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul>	<p>The Collaborative will seek other financial support from the Southeast area city governments and from the areas elected state representatives. Moreover, the Oldtimer’s Foundation will provide in-kind facility support to host focus group or planning meetings. Los Angeles Southwest College will</p>

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	assistance with compiling and evaluating surveys and Economy One will provide in-kind support to assist with the assessment, planning, and recommendation process. Other Collaborative members will provide in-kind copying, printing, mailing, and other administrative support.
<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>● Metrics for Evaluation Progress</li> </ul> </li> </ul>	
<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>	

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