



**2012 Don and Rosemary Vial Awards  
for Digital Inclusion:  
Outstanding Performance by an  
Organization Nominee**



Social Interest Solutions (SIS) staff has been working to improve the lives of low-income people through the use of technology and Internet-based applications for more than a decade. SIS has also worked on the Broadband Awareness and Adoption project with CETF, aiming to educate and connect low-income households in California with home broadband services. During this project, SIS has provided outreach to 800,000 low-income households about the value of broadband, has connected more than 170,000 people with broadband referrals, and has helped nearly 1,600 households obtain broadband subscriptions in their homes.

One-e-App is SIS's Internet-based application used to screen and enroll low-income consumers in a range of health and social services programs and is a tangible, practical demonstration of the value of broadband for low-income consumers. Designed for Digital Inclusion, it is used in 10 California counties and 4 other states, allowing consumers to apply online via any Internet connection, or through direct assistance at a local community organization. One-e-App has proven to be an effective outreach tool and a concrete example of how people can use the Internet to improve their lives.

SIS's effectiveness relies upon the important relationships established with community partners in every locale where One-e-App is used. Key partners, and fellow CETF grantees, have included the Los Angeles Unified School District (LAUSD), 211 San Diego, and Fresno Health Communities Access Partners (HCAP). Other key partners in California include the City of Los Angeles, UC Davis Medical Center, Alameda County Health Services Department, First 5 Alameda County, San Mateo Health Department, Humboldt County Health and Human Services, and the Napa County Children's Health Initiative. SIS has also done significant work at the federal level to advocate for improvements in online application opportunities related to federal health care reform. SIS has served as a consultant to the Office of the National Coordinator for Health Information Technology, and has worked closely with groups such as the Center on Budget and Policy Priorities and the National Academy for State Health Policy. SIS has enlisted many of these partners for the Broadband Adoption and Awareness project. LAUSD, the City of LA, and UC Davis Medical Center have instituted self-service computer stations, Fresno HCAP and LAUSD have participated in community outreach events on broadband, and 211 San Diego has connected callers to a range of resources on broadband adoption. We recognize that these relationships are critical to our ability to close the Digital Divide in California and truly view the movement to close the Digital Divide as a team effort and utilize collaboration as a cornerstone of our strategy to improve opportunities for low-income families.

The quest of Don and Rosemary Vial "to use information and advance telecommunications technology to empower the less fortunate among us" captures the essence of SIS's mission. SIS is a mission-driven, nonprofit organization dedicated to leveraging technology innovation to improve low-income consumers' quality of life. We measure our success by the number of people who benefit from the technologies we develop and the policies we influence. Our enrollment and eligibility systems have screened over 9 million people for a range of income support, health, and social services programs and have generated more than 11 million applications to programs. We believe that low-income families should have equal access to technology and will continue to work towards eliminating the Digital Divide.