Interoffice Memorandum

January 13, 2023

TO: Mayor Jerry L. Demings
-AND-
County Commissioners

FROM: Carrie Mathes, CFCM, NIGP-CPP, CPPO, C.P.M., Manager II,
Procurement Division

CONTACT: Lavon Williams, Deputy Director, Community and Family Services
Department
407-836-7689

SUBJECT: Approval of Purchase Order M110016, Broadband Literacy Classes for
Orange County Residents

ACTION REQUESTED:

Approval of Purchase Order M110016, Broadband Literacy Classes for Orange County
Residents, with From The Heart Charitable Foundation, in the not- to-exceed amount of
$250,000.

PROCUREMENT:

This purchase order provides funding to provide broadband literacy classes for Orange
County residents from the date of Board approval through June 1, 2025.

FUNDING:

Funding is available through the American Rescue Plan Act in the account number
5896-019-8644-8610.

APPROVALS:

The Community and Family Services Department concurs with this recommendation.

REMARKS:

From The Heart Charitable Foundation is the sole entity able to provide broadband literacy
classes. Negotiations were attempted and the cost submitted is their best and final offer.
The pricing is fair and reasonable based on comparable purchases by other governmental
agencies (literacy classes and other resident facing classes have been historically in this
pricing range), and past purchase history including specific references to contracts and
purchase orders. Due to the COVID-19 pandemic and the need to isolate/quarantine from
public places, broadband infrastructure and literacy has become a necessity of living.
COVID-19 has underscored the need for home-based connectivity as well as adequate

broadband literacy sufficient to enable users to perform daily tasks without traveling. If a resident is over 65 and lacks a high school diploma, lives in poverty, is non-white or foreign-born, lives alone, suffers from poor health or physical disability, is female, or lives in a rural area, digital privation is likely added to any burdens these individuals endure. Specific issues of digital isolation include barriers to adequate healthcare, education, mental wellbeing, or workforce pursuits. Over 22 million American seniors do not have access to the internet, and this digital isolation has resulted in as severe a consequence as death: in a recent study by AARP's Older Adults Technology Services and Humana, "AGINGconnected," an estimated 40% of seniors who died due to COVID-19 were unable to access needed online resources because they lacked in-home internet.

Orange County is deploying a broadband literacy program which predominantly supports low to moderate income senior residents (aged 65 years old and older). While these residents will be prioritized for class access, the rare cases where low to moderate income residents aged 18 to 64 years old are participating in other County programs in which broadband literacy is vital, will also be considered eligible. A curriculum provider is sought to deliver a course program – preferably built on an already proven, successful curriculum - providing our senior residents with broadband technology literacy basics. Components of the course must include:

- What the various devices are that comprise a broadband system and how to utilize/maintain these hardware components
- How to utilize web browsers and different types of browsers/what software solutions may be optimized with which browser
- How to differentiate and activate Wi-Fi, Bluetooth, and other wireless device protocols; as well as how to access Virtual Private Networks for remote access
- How to utilize a search engine (especially Google) and how to access different modes of content (i.e. webpages, videos, images, etc.)
- How to utilize various mobile devices to access the above topics, whether on a desktop, laptop, tablet or cell phone
- How to set up email accounts; maintain email inboxes; and send emails
- How to find, download, and utilize mobile apps and fillable web-forms
- Anti-cyber-phishing exercises, basic public-facing cybersecurity principles, and detection of fraud/suspicious internet activity
- Overview of modern technology useful to seniors such as voice-activated devices, autonomous vehicle/shuttle services, tele-health kiosks, etc.