Frequently Asked Questions

INFO FOR PARTICIPANTS

1. What is a KEYSPOT?

KEYSPOTS are publicly-funded centers located throughout Philadelphia offering free computer classes, web access, one-on-one training and related events.

2. Who are KEYSPOTS for?

You! Free computer use, Internet access and training are offered to anyone and everyone.

3. I know nothing about computers or the Internet, can you still help me?

Of course! You're exactly who we're here to serve.

4. When can I start?

Anytime you'd like. KEYSPOTS and Training Programs started opening across the city during Summer 2011. Check our calendar at PhillyKEYSPOT.org for specific classes, events and additional information.

5. Where are KEYSPOTS located?

Training is available at more than 70 KEYSPOTS powered by the Freedom Rings Partnership, predominantly in North, South and West Philadelphia neighborhoods.

6. Do I qualify? How do I join?

There is a KEYSPOT for everyone. Although 30 are reserved for specific sub-communities, including residents of the Philadelphia Housing Authority, members of the YMCA and clients of community-based organizations, the majority of KEYSPOT locations are FREE and open to the public.

Many KEYSPOT locations offer additional resources including Spanish instruction or wheelchair access. We encourage all participants to call 311 or visit PhillyKEYSPOTS.org to find a location that best suits their needs. Some locations even offer incentives like free bus tokens and lunches as encouragement for using these new centers.

7. What kind of things will I learn there?

No matter your experience level, there's a KEYSPOT course for you. Our free training programs cover topics including computer basics, social networking and Microsoft Office programs like Word, Excel and PowerPoint. Through weekly courses, one-on-one training and open web access, you'll get the tools you need to succeed online.

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8. Are there special programs for kids? How about seniors? Other special audiences?

Many KEYSPOT courses are tailored to specific audiences. Some courses offer tools for students and young people while others are more suited to seniors interested in social networking. Still others offer customized content for public housing residents and members of social services organizations. Among the wide range of KEYSPOT offerings, you will find a course that is suited to your needs.

9. Can you help me get free or discounted Internet access in my home?

We do not offer free Internet access except at our KEYSPOT computer sites. Comcast, however, offers discounted Internet access for $9.95/month through their Comcast Internet Essentials Program. To qualify, you must:

- Have at least one child living with you who is receiving free school lunches through the National School Lunch Program.
- Not have an overdue Comcast bill or unreturned equipment.
- Be on a street where Comcast offers Internet service.
- Have not subscribed to Comcast Internet service within the last 90 days.

Call 311 or visit PhillyKEYSPOTS.org to find out more.

10. How about a free or discounted computer?

At this time, only Philadelphia Housing Authority residents or those receiving subsidized housing through PHA qualify for free computers. Before receiving them, residents must complete an eight-hour training program. **For more information, call PHA at 215.684.1016.**

A limited number of discounted computers are also available through Comcast's Internet Essentials Program. Call 311 or visit PhillyKEYSPOTS.org to find out if you qualify.

11. How can I find out more about KEYSPOTS?

Call 311 or visit PhillyKEYSPOTS.org. Make sure to join our mailing list to receive emails about upcoming events and offerings.

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PROGRAM INFORMATION

12. What is the purpose/mission of these KEYSPOTS?

In this digital age, a computer with Internet access is a necessity. Yet 41% of Philadelphians lack basic access, leaving them at a distinct economic disadvantage. More and more jobs require basic computer skills as a baseline, and many employment opportunities are only listed online– unattainable for this 41%. More broadly, those who lack quality Internet access are finding it increasingly difficult to participate meaningfully in society and popular culture.

This staggering statistic encouraged local community organizations, educators and government officials to form the Freedom Rings Partnership, a coalition tasked with bridging Philadelphia's digital divide. Our goal is to make computer skills and Internet access a basic right for our citizens and encourage them to use these technologies to open doors and achieve success.

As part of our ongoing work, the Partnership has embarked on a bold branding and awareness campaign. We renamed the physical locations where free computer classes, web access and one-on-one training are provided from public computing centers to KEYSPOTS, a more memorable and consistent branding message.

13. What happened to Freedom Rings Partnership? Is it being replaced?

No, the partnership is here to stay and the collective group of organizations overseeing the branding, promotion, management and evaluation are working harder than ever. The KEYSPOT brand is simply the new public face of this initiative.

14. Who makes up the Freedom Rings Partnership?

The Freedom Rings Partnership is a community-based coalition made up of the following partners:

- City of Philadelphia - Office of Innovation and Technology
- Community College of Philadelphia
- Drexel University
- Free Library of Philadelphia Foundation
- Media Mobilizing Project
- National Comprehensive Center for Fathers
- New America Foundation
- One Day At A Time
- People's Emergency Center
- Philadelphia FIGHT
- Philadelphia Housing Authority
- Philadelphia OIC, Inc.
- Philadelphia Parks & Recreation Department
- Rutgers University
- Urban Affairs Coalition
- Youth Outreach Adolescent Community Awareness Project (YO-ACAP)

KEYSPOT

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15. How many KEYSPOTS are there? Where are they?

There are more than 70 KEYSPOTS throughout the city. Each is run by one of the Freedom Rings Partnership partner agencies, and are co-located within existing community assets like libraries, YMCAs, PHA facilities and recreation centers.

16. How many people will the KEYSPOTS serve?

KEYSPOTS will provide 15,000 participants throughout Philadelphia with over 200,000 hours of hands-on training–and that's just the start. Our comprehensive public awareness campaign will reach over 75,000 people, encouraging them to log on and connect with new opportunities. This initiative will directly create 88 new jobs, distribute 5,000 computers to public housing residents and create an additional 5,000 household and 50 small business broadband subscribers.

17. What's the expected impact of these KEYSPOTS and the work of the Freedom Rings Partnership?

Quite simply, we're trying to improve the quality of life, earning potential and network of those currently living on the wrong side of the digital divide in Philadelphia. Our research shows that offering access to computers and the Internet to those currently without it can make for dramatic changes, from unprecedented access to job opportunities and enhanced job skills to fuller participation with public benefits for which they already qualify.

18.Are all KEYSPOTS open to the public?

While most KEYSPOTS are open to the public, about 30 are reserved for specific sub-communities, including Philadelphia Housing Authority residents, members of the YMCA and clients of community-based organizations. Anyone who is interested in finding a local KEYSPOT that best fits their needs, schedule and lifestyle should either call 311 or visit PhillyKEYSPOT.org.

19. How are the KEYSPOTS funded?

KEYSPOTS are supported through the Freedom Rings Partnership, a federally-funded initiative designed to address the digital divide through a sustainable, holistic approach. The Freedom Rings Partnership has received two grants from the National Telecommunications Information Administration through the American Recovery and Restoration Act. Both grants are part of the Obama administration's Broadband Technologies Opportunities Program and include a $11.8 million Sustainable Broadband Adoption award along with a $6.4 million Public Computing Centers award.

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20. How did you come up with the KEYSPOT brand?

The KEYSPOT brand is the result of months of market research, creative development and partnership review led by the Awareness Committee of the Freedom Rings Partnership in consultation with a local strategic branding and communications firm, Mighty Engine. The brand identity and the language used to communicate with participants integrates insights gathered from over 20 trainees, trainers and communications staff in a series of focus groups. The KEYSPOT brand is designed to work with the Freedom Rings Partnership, where Freedom Rings Partnership is the backbone organization and KEYSPOT is the public program name.

21. How will the KEYSPOTS be promoted?

First, there will be a dedicated website with comprehensive information on each of the KEYSPOTS along with their programs, classes and events. This will make it easy for participants and prospective trainees to find out about upcoming KEYSPOTS and classes. We are also initiating a comprehensive public education campaign focused on reaching SEPTA riders and the general public with over 285 placements on SEPTA vehicles and stations. KEYSPOTS will also be provided with "franchise" signage and flyer templates to unify the brand identity of the various organizations.

INFO FOR COMMUNITY LEADERS/ORGANIZATIONS

22. What does a KEYSPOT mean for my community?

The KEYSPOT program is a coalition of local service providers striving to help all Philadelphians–regardless of background or economic means–make full use the Internet. Communities are built on the open flow of information and more computer access throughout Philadelphia will result in a more connected and dynamic city. Getting, and staying, connected gives your community more tools to find jobs, services, news and resources.

23. How can I help spread the word and help get someone I know involved?

Help us spread the word about KEYSPOTS and all we offer to all of your friends, neighbors and constituents. Please use your communications channels--such as newsletters, websites and local events--to encourage those who most need our services to contact their local KEYSPOT.