PPR KEYSPOTs Respond to Mayor Nutter's Goals

Shortly after taking office, Mayor Michael A. Nutter put forth a list of five specific goals to strive after in his administration. While setting up and operating the 19 PPR KEYSPOTs (public access computer sites in Rec Centers), providing over 160,000 uses since the first one opened in May 2013, we kept these goals in mind. Let's see how we did in the past 2 years.

The Mayor's Goals
PPR KEYSPOT Alignment

Goal 1: Philadelphia becomes one of the safest cities in America.

- **Outcome 1: Adults and children are safer.**

The KEYSPOTS' offer a safe, supportive, and respectful environment for adults who bring their children to Recreation Centers to utilize more typical PPR free services such as basketball courts and swimming pools, as well as offering youth who are already there a respite from the more physically-oriented activities. We also support activities targeted at identifying and preventing both virtual and physical bullying.

- **Outcome 2: People feel safer.**

During the summer the KEYSPOTS can provide safe havens for youth and adults. In the summer of 2011 when the Mayor extended the City curfew in response to flash mobs and street violence, the PPR KEYSPOTs extended hours at 8 Rec centers, which were full during those hours. The intention was to encourage youth to spend more time doing something positive while learning and building their knowledge of technology, instead of outside roaming the streets, where they could potentially be victims or perpetrators of violence.

- **Outcome 3: Residents feel a greater responsibility to keep their neighborhoods safe**.

The Computer Instructors and volunteers act as role models for youth, leading by example and supporting community growth and cohesiveness. They demonstrate manners and helpfulness.

Goal 2: The education and health of Philadelphians improve.

- Outcome 1: Philadelphians are better educated.

The PPR KEYSPOTS provide classes and 1 to 1 training for ANYONE, children, adults, and seniors, covering wide-ranging subjects and topics, from basic computer literacy to programming geared towards learning the fundamentals of reading, writing, and math, to participating in online

university courses. The classes and training are designed to support currently operating programs (for instance, the After School Programs) and also introduce important new subject matter (financial literacy, Skyping). The Philadelphia School Partnership launched Great Philly Schools, a resource to help parents select the best K-8 school for their children, at Shepard KEYSPOT. We are partnering with the PSD around a number of digital divide initiatives, including holding trainings and supporting the use of StudentNet and ParentNet.

- Outcome 2: Philadelphians are healthier.

We have enlisted HEALTH PARTNERS and Philadelphia FIGHT to present workshops and trainings both to KEYSPOTs staff and to clientele, on specific health related issues (diabetes, asthma, HIV/AIDS,) and on developing critical media skills, such as using the Internet to find and evaluate on-line health resources. We have initiated discussions with the City's Health Department to find ways to co-promote and support each other.

Goal 3: Philadelphia is a place of choice.

- Outcome 1: Philadelphia is business-friendly.

KEYSPOTS network with businesses to help serve the community and promote awareness of the KEYSPOTs as resources. Among other things, Computer Instructors are helping small business's design websites, menus and business cards and offering classes on QuickBooks. Much of PPR KEYSPOTs work with adults involves helping develop a trained workforce. All PPR KEYSPOTs are official CareerLink Outreach Centers.

- Outcome 2: People choose to live and stay in Philadelphia*.*

Philadelphia is tackling the digital divide head on by providing FREE internet access to all members of the community throughout Philadelphia through KEYSPOTs. In addition, we have successfully collaborated with the City Planning Commission and the Mayor's Office of New Urban Mechanics by introducing Community PlanIt, a tool to help regular citizens throughout Philadelphia have an impact on urban planning policy. The launch of this project took place at the Kingsessing Recreation Center.

Goal 4: Philadelphia becomes the greenest and most sustainable city in America.

- Outcome 1: Our water and air are cleaner.

Technology is vital to assess and analyze water and air quality. Teaching people how to utilize the Web may result in fewer car trips, especially among PPR staff.

- Outcome 2: We use less energy.

Statistically, if there are 12 computers in use at one time in a central location its uses less energy than 12 individuals using 12 computers independently.

Goal 5: Philadelphia government works efficiently and effectively, with integrity and responsiveness.

- Outcome 1: Our government has integrity.

The KEYSPOTS are held to the highest standards with respect to the guidelines of the ARRA grant and will continue to uphold the highest level of integrity.

- Outcome 2: Our government works efficiently and effectively.

People at KEYSPOTS will be able to connect with our government via assistance from knowledgeable staff, both to obtain needed services and to participate in the democratic process. PPR KEYSPOTs work with the City's Office of Human Resources to supplement MSB as a site from which people can apply for City positions.

- Outcome 3: Our government is responsive.

OpenAccessPhilly is one of the City's intense efforts to make access to government facts and figures more available to all interested citizens, but without access to a computer or the Internet such access is moot. The KEYSPOTS directly address this issue. We collaborate with PhillyRising to support their initiatives with a technological presence. We look to expand this aspect of our offerings.

PPR's 19 KEYSPOTs continue our dedication to fulfilling these goals to help provide a finer future for Philadelphians. To find the KEYSPOT nearest you, or a class you might like to take, or to find out where you could refer people, go to www.phillykeyspots.org and just put in a Zip code to find the nearest KEYSPOT. Or dial 311 for the same information. Or contact Ben Burenstein (Benjamin.burenstein@phila.gov) to ask questions, offer suggestions, or to volunteer. We hope to see you at a KEYSPOT!!!