Welcome!

- **9:00 – 9:30 Welcome and Introduction to broadband loan/grant program**
- **9:30 --10:15 Overview of the Broadband loan/grant program**
- **10:15 --10:30 Break**
- **10:30 – 11:30 Breakout Session (workshops)**
  - Infrastructure 1
  - Compliance
  - Public Computers
- **11:30 -- 12:30 Breakout Session (workshops)**
  - Infrastructure 2
  - Compliance
  - Sustainable Adoption
- **12:30 – 1:30 Lunch on your own**
- **1:30 – 2:30 Breakout Session (workshops)**
  - BIP
  - BTOP
  - Compliance
- FCC – Technology and wireless spectrum
- **2:30 – 2:45 Break**
- **2:45 – 3:45 Breakout Session (workshops)**
  - BIP
  - BTOP
  - Compliance
  - FCC – Technology and wireless spectrum
- **3:45 – 4:00 Informal wrap up**

President Barack Obama

- "The state of our economy calls for action, bold and swift. And we will act, not only to create new jobs, but to lay a new foundation for growth. We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together." *Inaugural Address, January 20, 2009*

- "Here, in the country that invented the Internet, every child should have the chance to get online…That's how we'll strengthen America's competitiveness in the world." *Weekly Address, December 6, 2008*

American Recovery and Reinvestment Act of 2009

- **Purposes:**
  - to preserve and create jobs and promote economic recovery;
  - to assist those most impacted by the recession;
  - to provide investments needed to increase economic efficiency by spurring technological advances in science and health;
  - to invest in transportation, environmental protection, and other infrastructure that will provide long-term economic benefits; and
  - to stabilize state and local government budgets.

Recovery Act Broadband Initiatives

- $7.2 billion to expand access to broadband services in the United States
  - $4.7 billion: Broadband Technology Opportunities Program (BTOP)
    - Department of Commerce's National Telecommunications and Information Administration (NTIA)
      - Infrastructure-Related Grants
      - At least $200 Million – Public Computer Center Capacity
      - At least $250 Million – Innovative Programs to Encourage Sustainable Broadband Adoption
      - Up to $350 Million – Broadband Mapping and National Plan

Recovery Act
Broadband Initiatives

- ## $7.2 billion to expand access to broadband services in the United States
  - ### $2.5 billion: Broadband Initiatives Program (BIP)
    - #### Department of Agriculture's Rural Utilities Service
      - Distance Learning
      - Telemedicine
      - Broadband

Implementation

- Distribute funds quickly, responsibly, effectively

- Coordination among RUS, NTIA, FCC

- Transparency and Accountability

- Request for Information
  - More than 1,000 Written Responses

Single Notice of Funds Availability (NOFA)

- Goals
  - Unified and coordinated effort by the Federal government
  - Utilize taxpayer dollars in the most effective way
  - Streamline application system
  - Maximize opportunities for eligible entities to participate
  - Shared applications, definitions, evaluation criteria

BIP and BTOP

- Broadband Initiatives Program (BIP): RUS
- Broadband Technology Opportunities Program (BTOP): NTIA
  - 3 Categories of Eligible BTOP Projects:
  - Infrastructure
  - Public Computer Centers
  - Sustainable Broadband Adoption

Funding Available

- First of multiple rounds of funding

- Approximately $4 billion in this round.

- BIP: $2.4 billion
  - Last-Mile: $1.2 billion
    - Remote: $400 million
    - Non-Remote: $800 million
  - Middle-Mile: $800 million
  - National Reserve: $325 million

Funding Available

- BTOP: $1.6 billion
  - Infrastructure: $1.2 billion
  - Public Computer Centers: $50 million
  - Sustainable Broadband Adoption: $150 million
  - National Reserve: $200 million

Definitions

- Broadband
- Last Mile Project
  - Remote Area
  - Non-Remote Area
- Middle Mile Project
- Rural Area
- Underserved Area
- Unserved Area

Nondiscrimination and Interconnection

- All broadband infrastructure (both BIP and BTOP) applicants – not Public Computer Center or Sustainable Broadband Adoption applicants – must commit to the following Nondiscrimination and Interconnection Obligations:
  - adhere to the principles contained in the FCC's Internet Policy Statement adopted August 5, 2005:
    - 1)consumers are entitled to access the lawful Internet content of their choice
    - 2) consumers are entitled to run applications and services of their choice, subject to the need of law enforcement
    - 3) consumers are entitled to connect their choice of legal devices that do not harm the network
    - 4) consumers are entitled to competition among network providers, application and service providers, and content providers

Nondiscrimination and Interconnection

- All broadband infrastructure (both BIP and BTOP) applicants – not Public Computer Center or Sustainable Broadband Adoption applicants – must commit to the following Nondiscrimination and Interconnection Obligations:
  - not favor any lawful Internet applications and content over others;
  - display any network management policies in a prominent location on the service provider's web page and provide notice to customers of changes to these policies;
  - connect to the public Internet directly or indirectly, such that the project is not an entirely private closed network; and
  - offer interconnection, where technically feasible, without exceeding current or reasonably anticipated capacity limitations, on reasonable rates and terms to be negotiated with requesting parties.
    - includes both the ability to connect to the public Internet and physical interconnection for the exchange of traffic.

Nondiscrimination and Interconnection

- Applicants must disclose proposed interconnection, nondiscrimination and network management practices with the application.

- Requirements are subject to the needs of law enforcement and reasonable network management.

Choosing the Appropriate Program

- At least 75% rural – submit to RUS
  - Submit additional elements to be considered for BTOP
- BIP:
  - Loans and Loan/Grant Combinations
  - 75% of area must be rural
    - Last-Mile Remote
    - Last-Mile Non-Remote
    - Middle-Mile

Choosing the Appropriate Program

- BTOP Infrastructure:
  - Unserved and Underserved
    - Last-Mile
    - Middle-Mile
- BTOP Public Computer Centers
- BTOP Sustainable Adoption
- Multipurpose Applications

Eligible Entities

- States, local governments, or any agency, subdivision, instrumentality, or political subdivision thereof;

- District of Columbia

- Territory or possession of the United States

- Indian tribe (as defined in section 4 of the Indian Self-Determination and Education Assistance Act (25 U.S.C. § 450(b))

- Native Hawaiian organization

Eligible Entities

- Non-profit entities
- For-profit corporations
  - BTOP Public Interest Finding
- Limited liability companies
- Cooperative or mutual organizations.

Application
Eligibility Factors

- Applicants must comply with eligibility factors in order to be considered.

- Failure to comply will result in applications not being considered.

- Eligibility factors vary depending on the project categories for which you are applying.

Filing Instructions

- Deadline for application submissions is 5 PM ET on August 14, 2009

- Applicants can apply using electronic intake beginning July 31

- Filing electronically benefits applicants through faster processing

Evaluation and Scoring

- Scored against objective criteria, not against other applications.
  - Project Purpose
  - Project Benefits
  - Project Viability
  - Project Budget and Sustainability
- Specific evaluation factors for each criteria, depending on application type.

Additional Consideration for Collaboration with Recovery Act Programs or Other Government Initiatives

- RUS and NTIA encourage collaboration with Recovery Act or other state or federal development programs that leverage the impact of the proposed project.

- Additional consideration for substantive and meaningful collaboration.

Socially and Economically Disadvantaged Small Businesses

- BIP and BTOP will take into consideration whether an application involves a socially and economically disadvantaged small business concern as defined under section 8(a) of the Small Business Act (SBA) (15 U.S.C. § 637(a)(4))

- For BTOP, this may include an awardee, sub-awardee, contractor, subcontractor, or vendor

Application Review Process

- Initial screen to determine compliance with eligibility factors

- Step One:
  - Scored against evaluation criteria by a three-member review panel

Application Review Process

- Step Two:
  - Applicants may be required to submit additional information to further substantiate representations made in their application
  - Supplemental information reviewed by NTIA with help from external engineering, business, and subject-matter experts
  - States provided opportunity to make recommendations

Role of States and Territories

- For BTOP purposes, the Recovery Act recognizes the valuable consultative role of states, territories, and possessions

- States will have opportunity to prioritize projects within State:
  - During Step Two of application review process; or
  - In application for State Broadband Data and Development Grant Program

Key Success Factors

- Read all materials in their entirety: NOFA, guidelines, application

- Pay particular attention to the eligibility requirements

- Try to meet more than one Recovery Act purpose

- Provide information that focuses on quality rather than quantity

Key Success Factors

- Draft your submission offline first
- Register in advance
  - http://www.broadbandusa.gov
  - DUNS Number
  - Central Contractor Registration (CCR)

Timeline and Key Dates

- This is the first of multiple rounds of funding.
  - Round two: Commence end of 2009
  - Round three: Commence spring 2010
- All funds awarded no later than September 30, 2010.
- Deadline for application submissions is 5 PM ET on August 14, 2009
- Applicants can apply using electronic intake beginning July 31
- Begin announcing awards on or about November 7, 2009

Reporting Requirements

- Awardees will have ongoing reporting requirements
  - Recovery Act
  - BTOP specific
  - BIP specific
- Reports will be made available to the public at Recovery.gov

Wrap-Up

- **9:00 – 9:30 Welcome and Introduction to broadband loan/grant program**
- **9:30 --10:15 Overview of the Broadband loan/grant program**
- **10:15 --10:30 Break**
- **10:30 – 11:30 Breakout Session (workshops)**
  - Infrastructure 1
  - Compliance
  - Public Computers
- **11:30 -- 12:30 Breakout Session (workshops)**
  - Infrastructure 2
  - Compliance
  - Sustainable Adoption
- **12:30 – 1:30 Lunch on your own**
- **1:30 – 2:30 Breakout Session (workshops)**
  - BIP
  - BTOP
  - Compliance
- FCC – Technology and wireless spectrum
- **2:30 – 2:45 Break**
- **2:45 – 3:45 Breakout Session (workshops)**
  - BIP
  - BTOP
  - Compliance
  - FCC – Technology and wireless spectrum
- **3:45 – 4:00 Informal wrap up**

Sustainable Broadband Adoption

Overview of this Session

- Background on adoption rates
- Eligibility factors for this category
- What is included in your application & how it will be evaluated
  - Executive Summary
  - Project Purpose
  - Project Benefits
  - Project Viability
  - Budget and Sustainability
- Multipurpose Applications
- Q&A

Why Increase Broadband Adoption?

- Life is happening online
  - Finding information
  - Sharing information
  - Civic participation
  - Telehealth
  - Education
  - Commercial and business activity

Why People Are Offline

- Broadband service is not available
- Broadband service is not perceived as affordable
- Broadband service is not perceived as usable
- Broadband service is perceived as not relevant

BTOP Statutory Purposes

- Provide broadband access to consumers in unserved areas
- Provide improved broadband access to consumers in underserved areas
- Provide broadband education, awareness, training, access, equipment, and support to community anchor institutions, job-creating strategic facilities, and vulnerable populations
- Improve access to and use of broadband by public safety agencies
- Stimulate demand for broadband

Eligibility Factors

- Fully complete application
- Project "substantially completed" within two years
- Advances at least one of the BTOP statutory purposes
- "But for" federal funding
- Technically feasible
- Budget reasonable and all costs eligible
- 20 percent match provided or waiver applied for

Executive Summary

- A concise overview of your project

- Prepare this last!

- Do not include information not provided elsewhere in the application

Project Purpose – 30%

- Make your case –
  - why the **problem** you are addressing is important
  - how your **solution** is appropriate and innovative, and
  - whether your project is **combined with or leverages** other BIP/BTOP or Recovery Act programs
- Clearly describe the **outcomes** you expect to achieve in your project

Recovery Act Collaboration

- Examples of Recovery Act programs are found in the program Guidelines

- For more information, go to www.recovery.gov, and click on the links under "State, Local, Tribal and Territorial Information"

- Has an interactive map of the U.S. where you can quickly find relevant information

Enhanced services for health care delivery, education and children

- If your project includes aspects that involve any of these, describe how it will enhance services

- Example 1: Your program has identified a population segment that has chronic health issues related to diet and will use nutrition information web sites in its training programs for new broadband users to increase their awareness about healthy eating habits while they build computer skills

- Example 2: Your program teaches parents how to join online groups where they can discuss parenting issues and find advice from experts

Small and disadvantaged business involvement

- If the applicant is a small and disadvantaged business, or subcontracts with one or more small and disadvantaged businesses (as defined in Section 8(a) of the Small Business Act, 15 USC 637), the proposal will score more highly

Working with Community Anchor Institutions/Partnering

- Successful projects require community support and buy-in

- Community anchor institutions (schools, libraries, health care facilities, higher education institutions, etc.) are essential links

- Talk with the institutions in your community to explore how they can be involved in your Sustainable Adoption project and what they might gain from participating

- Find out if they are involved in other Recovery Act programs
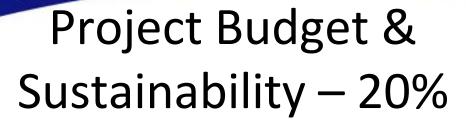
Multi-purpose Projects

- Organizations that plan to apply in more than one BTOP category will need to complete an application for EACH project

- Use the Project Purpose section to explain how the different elements reinforce each other

- If partners are participating in more than one of your projects, you don't need to obtain separate letters for each application

- But their letters should reference all of the applications they are involved in

Project Benefits – 25%

- Key evaluation factors for this element are:
  - Number of new subscribers
  - Cost per subscriber
  - Innovation
- Application offers several possible approaches – you may have another approach
- If so, provide in your narrative responses detailed information of the kind the application asks for
- Question 12 (*How is your project innovative?*) will allow you to provide this information

Project Viability – 25%

- Technical feasibility
- Organizational capability
  - Send only relevant resumes or biographies
  - Be specific about your organizational experience
- Project start-up frequently takes longer than anticipated Community involvement in the project
- Ability to start promptly

Project Budget & Sustainability – 20%

- Important budget concepts:
  - Eligible and ineligible costs
  - Clarity of budget presentation and narrative
  - Standards for evaluation: allowable, reasonable, necessary, and allocable
- Sustainability is evaluated based on the sustainability of the project beyond the grant period, the retention rate for new broadband subscribers, *and* the leveraging of matching or other funds

What is Eligible?

- "Acquiring broadband-related equipment, hardware and software, and digital network technology for broadband services;
- "Developing and providing training, education, support and awareness programs or web-based content;
- "Conducting broadband-related public education, outreach, support and awareness campaigns;
- "Implementing innovative programs to facilitate greater access to broadband service, devices, and equipment;"
- And other such projects and activities as the Assistant Secretary finds to be consistent with program purposes

What is NOT eligible?

- "BTOP grant funds may not be used to fund purchases that are not used predominantly for the provision of broadband <u>education, awareness, training,</u> access, <u>equipment</u> and support."

- Plus, under Recovery Act: swimming pools, golf courses, casinos, zoos, or aquariums

- Construction costs, unless you are applying for funding specifically for construction.

Clarity of Budget Presentation

- Your job is to make it easy for reviewers and NTIA staff to understand what you are asking the government to fund and what you are providing as matching costs.

- Provide as detailed a cost breakdown as necessary to understand your budget.

- Tie your budget narrative closely to your presentation of the budget

- Explain the sources and nature of your matching funds (whether in cash or in kind) and how they will be spent, following the line items in the SF 424A/C.

How Your Budget Will Be Evaluated

- Costs must be:
  - *Reasonable* – for the goods and services provided, consistent with local norms
  - *Necessary* - sufficient to carry out the project and directly related to its success
  - *Allocable* – clearly tied to an eligible activity
  - *Appropriate* to the scope of the proposed project – neither too large nor too small

Matching Funds

- Match can be in kind (i.e. contributed goods or services) or in cash

- Cash matches are scored more favorably

- Costs that would not be eligible for federal funding as part of the project are NOT eligible as matching funds

- Grantees must document all in-kind matching funds and report them as part of regular financial reporting

Questions?

Public Computer Centers

Overview of This Session

- What is a public computer center?
- Eligibility factors for this category
- What is included in your application & how it will be evaluated
  - Executive Summary
  - Project Purpose
  - Project Benefits
  - Project Viability
  - Budget and Sustainability
- Multi-purpose applications
- Q & A

What is a Public Computer Center?

- Open to the public or a specific sub-set (such as children, unemployed, seniors)

- Provides broadband access as defined in NOFA (at the workstation level)

- Offers education, support, and training relevant to community/constituency needs and interests

BTOP Statutory Purposes

- Provide broadband access to consumers residing in unserved areas
- Provide improved broadband access to consumers residing in underserved areas
- Provide broadband education, awareness, training, access, equipment, and support to
  - Schools, libraries, medical and healthcare providers, community colleges and other institutions of higher education, and other community support organizations
  - Organizations … that provide outreach, access, equipment and support services to facilitate greater use of broadband service by low-income, unemployed, aged, and otherwise vulnerable populations; and
  - Job-creating strategic facilities
- Improve access to and use of broadband by public safety agencies
- Stimulate demand for broadband

Review of Eligibility Factors

- Advances at least one of the BTOP statutory purposes

- Fully complete application

- Project "substantially completed" within two years

- Technically feasible

- Budget reasonable and all costs eligible

- 20 percent match provided or waiver applied for

Executive Summary

- A concise overview of your project

- Prepare this last!

- Do not include information not provided elsewhere in the application

Project Purpose – 30%

- Make your case –
  - why the problem you are addressing is important
  - how your solution is appropriate and effective, and
  - whether your project is combined with or leverages other BIP/BTOP or Recovery Act programs
- Clearly describe the outcomes you expect to achieve, in measurable terms

Working with Other Recovery Act Programs

- Examples of Recovery Act programs are found in the grant Guidelines

- For more information, go to www.recovery.gov, and click on the links under "State, Local, Tribal and Territorial Information"

- Has an interactive map of the U.S. where you can quickly find relevant information

Enhanced services for
health care delivery, education and children

- If your project includes aspects that involve any of these, describe how it will enhance services
  - Example 1: You will offer workshops at your center about how to find and use reliable health information on the Internet
  - Example 2: You will make GED software available via your workstations and support people who are earning a high school degree

Small and disadvantaged business involvement

- If the applicant is a small and disadvantaged business, or partners with small and disadvantaged businesses (as defined in Section 8(a) of the Small Business Act, 15 USC 637), the proposal will score more highly

Working with Community Anchor Institutions/Partnering

- Successful projects require community support and buy-in
- Community anchor institutions (schools, libraries, health care facilities, higher education institutions, etc.) are essential links in the chain of community support
- Talk with the institutions in your community to explore how they can be involved in your public computer centers project and what they might gain from participating
- Find out if they are involved in other Recovery Act programs that you can leverage as part of your project

Multi-purpose Projects

- Complete an application for EACH project you intend to do, with separate budgets and responses
- Use the Project Purpose section to explain how the different elements reinforce each other - but emphasize the purpose of the Category in which you're applying
- If partners are participating in more than one of your projects, you don't need to obtain separate letters for each application
  - But their letters should reference all of the applications they are involved in

Project Benefits – 25%

- Key evaluation factors:
  - Availability to the public, including hours of operation and workstations available
  - Training and education programs offered
  - Staff qualifications
- This section will look at both quantitative and qualitative information – the value of the programs you offer as well as the number of programs, for example
- Outreach is a critical component

Project Viability – 25%

- Technical feasibility –
  - Describe your technology plan, including network configuration and end-user devices (computers, handhelds)
  - Describe how you will approach system security, reliability, and appropriate use of your facilities
  - Describe what makes your systems user-friendly

Project Viability – 25% (continued)

- Organizational capability
  - Send only relevant resumes or biographies
  - Be specific about your organizational experience
  - Project start-up frequently takes longer than anticipated – build some extra room in your timeline for this
  - Community involvement in the project (partnerships are key)
- Ability to start promptly and complete within the Recovery Act timeframe – scale your project appropriately

Project Budget & Sustainability – 20%

- Important budget concepts:
  - Eligible and ineligible costs
  - Clarity of budget presentation and narrative
  - Standards for evaluation: allowable, reasonable, necessary, and allocable
- Sustainability is evaluated based on *both* the sustainability of the project beyond the grant period *and* the leveraging of matching or other funds

What is Eligible?

- "Acquiring broadband-related equipment, instrumentation, networking capability, hardware and software, and digital network technology for broadband services;

- "Developing and providing training, education, support and awareness programs or web-based resources;

- "Facilitating access to broadband services, including, but not limited to, making public computer centers accessible to the disabled…"

- And other such projects and activities as the Assistant Secretary finds to be consistent with program purposes

What is NOT eligible?

- "BTOP grant funds may not be used to fund purchases that are not used predominantly for the provision of broadband education, awareness, training, access, equipment and support."

- Plus, under Recovery Act: swimming pools, golf courses, casinos, zoos, or aquariums

- Construction costs, unless you are applying for funding specifically for construction.

Clarity of Budget Presentation

- Your job is to make it easy for reviewers and NTIA staff to understand what you are asking the government to fund and what you are providing as matching costs.

- Provide as detailed a cost breakdown as necessary to understand your budget.

- Tie your budget narrative closely to your presentation of the budget on the SF 424A and any supporting documents.

- Explain the sources and nature of your matching funds (whether in cash or in kind) and how they will be spent, following the line items in the SF 424A/C.

How Your Budget Will Be Evaluated

- Costs must be:
  - *Reasonable* – for the goods and services provided, consistent with local norms
  - *Necessary* - sufficient to carry out the project and directly related to its success
  - *Allocable* – clearly tied to an eligible activity
  - *Appropriate* to the scope of the proposed project – neither too large nor too small

Matching Funds

- Match can be in kind (i.e. contributed goods or services) or in cash

- Cash matches are scored more favorably

- Costs that would not be eligible for federal funding as part of the project are NOT eligible as matching funds

- Grantees must document all matching funds and report them as part of regular financial reporting

Questions?