<u>Who should consider applying?</u>

Infrastrucure (BTOP / BIP)
- Municipal and county governments.
- Locally-owned internet service providers.
- Consortia of hospitals, schools, libraries.
- Previous recipients of Rural Utility Service grants or loans.

Public Computer Center (PCC)
- Schools.
- Libraries.
- Community centers.
- Job training facilities and worker centers.

Sustainable Broadband Adoption (SBA)
- Computer literacy programs.
- Digital media education programs.
- Community Wi-Fi projects, if there is a training component.
- Awareness programs or relevant content providers.

Note: You should think big, but only promise what you can deliver. Whatever your size, you should consider applying in partnership with others, with the entity that has the most experience with federal grants serving as the lead organization.

<u>Additional Resources</u>

- Federal broadband website: www.broadbandusa.gov
   o Official application documents.
   o Answers to frequently asked questions

- The Open Technology Initiative:
  http://www.newamerica.net/programs/oti#programtabs-2
   o Detailed guides and commentary on all three tracks.

- Knight Center of Digital Excellence Stimulus Center:
  www.knightcenter.org/stimuluscenter.html
   o Presentations and checklists.

The Internet is yours...

if you want it.

Primer on Federal Internet Funding

Applications for the first round are due August 14. There will be two more rounds of funding. The application process could change for each round and applicants can apply for multiple rounds.

Important documents
- American Recovery and Reinvestment Act of 2009
- Notice of Funds Availability from the National Telecommunications and Information Administration (US Dept. of Commerce) and the Rural Utility Service (US Dept. of Agriculture)
- Applications (three separate applications for three tracks of funding).

Application 1: Infrastructure
- Requires a detailed market assessment or survey data in order to demonstrate need in the focus area.
- Can be to connect anchor institutions or provide local service.

Broadband Initiatives Program (BIP)
- For rural areas (at least 75% of focus area must be rural).
- Grants and loans.

Broadband Technology Opportunities Program (BTOP)
- For areas where a) less than 50% of households could get broadband, or b) where less than 40 percent of households subscribe, or c) where you cannot get service of 3mbps.

Application 2: Public Computer Center (PCC)
- In schools, libraries, community centers, or others.
- The more public, the better.
- Could include media production equipment.

Application 3: Sustainable Broadband Adoption (SBA)
- For helping people use the Internet through education, awareness, training, access, equipment, support, or "other projects and activities as the Assistant Secretary finds to be consistent with the purposes for which the program is established."
- Focused on "community anchor institutions," such as schools, libraries, healthcare providers, and colleges, or "organizations and agencies serving vulnerable populations," such as low-income, unemployed, aged, or job-creating facilities.
- Points for "innovative."

For all projects, you…

- need a narrative that ties your proposal together.
- need 20% cash or in-kind matching funds.
- need solid metrics to be able to track progress and demonstrate that you have succeeded.
- must demonstrate (with rejected grant applications, for example) why the project would not have been implemented during the grant period "but for" federal grant assistance.

- should be able to sustain the project beyond the grant period.
- should have a proven track record
- should partner with as many institutions and stakeholders as possible to demonstrate the usefulness of the proposed project and your widespread support.
- should obtain letters of support from elected officials.

- get points for serving more people.
- get points for creating more jobs.
- get points for enhancing public safety.
- get points for enhancing services for health care, education, and children.
- get points for leveraging other Recovery Act and government funding.

To turn an idea into a proposal, you need a team with specific expertise:
- **Writer** who can tell the story of your proposed project in a concise and compelling manner.
- **Administrator** who can compile the required documentation, including licenses, contracts, and organizational charts.
- **Community Organizer / Evaluation Specialist** who understands who you are trying to serve and how to measure success.
- **Financial Officer** who can prepare budgets and assist with the development of the business model.

For infrastructure proposals, you also need
- **Demographer / Researcher** who can demonstrate the focus area meets the relevant criteria.
- **Engineer** who can design and explain the technology behind your proposal.

**Note: Completing a grant application will take this team approximately 140 hours of work with team members working simultaneously.