Broadband USA

Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Table of Contents

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

A. General Application Information

Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	080490584
CCR # (CAGE)	0MS14
Legal Business Name	UNIVERSITY OF WISCONSIN SYSTEM
Point of Contact (POC)	NANCY DAHMEN 6082621798 Ext. nancy.dahmen@uwex.edu
Alternate POC	MARK DORN 6082625975 Ext. mark.dorn@uwex.edu
Electronic Business POC	NANCY DAHMEN 6082621798 Ext. nancy.dahmen@uwex.edu
Alternate Electronic Business POC	SUSAN SCHYMANSKI 6082636470 Ext. sue.schymanski@uwex.edu

Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	
First Name	Maria
Middle Name	Alvarez
Last Name	Stroud

Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Suffix	
Telephone Number	608-263-9295
Fax Number	608-262-6909
Email	maria.alvarez-stroud@uwex.edu
Title	BTOP Projects Director

Additional Contact Information of Person to be Contacted on Matters Involving this Application:

Project Role	Name	Phone	Email
Secondary Point of Contact	Mr. Andy B, Lewis	6082631432	andy.lewis@uwex.edu

Other Required Identification Numbers	
Easygrants ID	5709
Funding Opportunity Number	500001
Catalog of Federal Domestic Assistance Number	**BTOP CFDA Number:** 11.557 **BTOP CFDA Title:** Broadband Technology Opportunities Program

Organization Classification	
Type of Organization	State or State Agency
Is the organization a small business?	No
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

Authorized Organizational Representative

Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

AOR	DORN, MARK
Result	Notify

Project Title and Project Description

Project Title: Building Community Capacity through Sustainable Broadband Adoption

Project Description: University of Wisconsin-Extension proposes a collaborative effort to develop capacity and resources for educating residents of rural and underserved areas about broadband's benefits. UWEX staff will partner with representatives of five diverse community networks to advance sustainable broadband adoption by approximately 23,500 new subscribers and increase broadband use by existing customers.

Other Applications

Is this application being submitted in coordination with any other application being submitted during this round of funding?

  ➢ Yes

Easygrants ID	Project Title
5710	Wisconsin Building Community Capacity through Broadband Middle Mile Infastructure

If YES, please explain any synergies and/or dependencies between this project and any other applications.

Synergies and/or dependencies between projects: For BTOP Round 2, UW-Extension submitted a CCI proposal titled "Wisconsin Building Community Capacity through Broadband (BCCB) Middle Mile Infrastructure" (EasyGrants ID 5710), coordinated with this SBA proposal. The same BCCB team and community resource persons designed both projects; UWEX proposed two independent but complementary projects that, if both are funded, also will coordinate management teams (see organization charts in "Supplemental Information") and will comprehensively serve the same communities. Because the one entity (UW-Extension) is providing complementary submissions for more than one BTOP category, Round 2 Grant Guidance indicates that the applicant will receive additional consideration.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

A coordinated effort will produce synergies for our community partners: timely decision-making that balances infrastructure deployment and adoption programming; focused marketing and communications that sustains communities' use of improved broadband facilities; efficient assessment that evaluates and adjusts operations quickly to deliver the projects' independent and joint benefits. Through this coordinated planning and management of Community Area Networks and with the ongoing commitment of UW-Extension specialists, our partners will develop collaborative learning communities that maximize the benefits of broadband services.

This SBA application also will build on Wisconsin's funded BTOP Round 1 middle mile infrastructure grant, which upgrades broadband access to underserved rural schools and libraries. NTIA awarded $22.9 million in ARRA funds to the Wisconsin Department of Administration, a state agency that provided a $5.7 million match. The project will improve existing fiber and install new fiber, extending broadband access to rural libraries and schools in all 72 counties of the state.

If funded, we will coordinate our programs with the sustainable broadband activities and community outreach plans that the schools and libraries funded in Round 1 will execute in our proposed service areas. Further, we will share our programming with other BTOP Round 1 facilities outside our BCCB service areas through UW-Extension faculty based in those communities.

Contingency plans if CCI project not funded: UW-Extension is committed to implementing a funded SBA proposal even if NTIA does not fund our CCI application. BCCB stands on its own merits as an innovative project that will promote broadband demand and affordability in its five target communities. Because broadband technology is under-utilized, particularly among vulnerable population groups identified in section 11, the broadband education, awareness and training provided by the BCCB project must go forward. UWEX and its partners in the five target communities must proceed to deliver all existing and proposed resources to promote sustainable broadband adoption that are described in this grant application.

Is the Applicant exempt from the Department of Commerce requirements regarding individual background screening in connection with any award resulting from this Application?

➢ Yes, Applicant is exempt because it is an accredited college or university

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:

Name	Title	Employer
NA	NA	NA

B. Executive Summary, Project Purpose and Benefits

Essay Question

Executive Summary of the proposed project:

a.   The problem or need with regard to improving broadband service adoption rates:

For Wisconsin today, broadband construction and skill-building is not a question of opportunity – it is an issue where survival hangs in the balance. Wisconsin leads the nation in the percentage of employment in manufacturing (~16%), a rapidly dwindling source of employment. One of five communities identified for participation in the proposed project is the Menominee Indian Tribe of Wisconsin, where unemployment has hovered in double digits throughout the past decade. Four of the five participating communities are in economic distress: per capita income of 80% or less compared to the national average, or unemployment rate greater than the national average.

Wisconsin's plight is dire. Increases in broadband availability and adoption, with education for the populace about broadband, are essential for Wisconsin to be competitive. Broadband has become a survival issue for communities, including Wisconsin's farming economy. Yet we estimate that 50% of state residents and businesses lack broadband and technical expertise to leverage connectivity for their communities.

As Wisconsin municipalities seek sustainability, they recognize the need for broadband as a prerequisite for community survival. Communities are struggling with the complexities of

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

broadband acquisition, as well as leveraging its full potential. Efforts to date fail to position connectivity as the life-blood of the community. This struggle points to the need for technical and community development expertise. When these critical factors are engaged for broadband, Wisconsin communities will be empowered to make sound economic decisions.

b.   Overall approach to addressing the need, and how approach is innovative:

The University of Wisconsin-Extension (UWEX) is submitting two linked applications for stimulus funds to promote broadband construction and adoption. UWEX presents a plan that addresses several BTOP initiatives. This project, Building Community Capacity through Broadband (BCCB), moves beyond the goal of our fiber construction grant to building capacity to leverage this access. The goal of BCCB is to capitalize on increasing access by developing innovative models, built on cross-sector and cross-institutional collaborations, that advance economic development through utilization of broadband.

This project engages communities to build capacity for education, awareness, and training. Attaining computer literacy is a prime goal for all community members. The project will build digital literacy by transforming institutions reaching underserved areas and vulnerable populations, and by assuring broadband support. Through its awareness campaign and community training, this project will raise consciousness about broadband and spur the desire to personally invest in broadband adoption.

When residents collectively access broadband and appreciate its benefits, BCCB will expand broadband adoption to 23,500 subscribers, especially among vulnerable populations.

UWEX will collaborate with the demonstration communities to help them implement:

•   Grassroots engagement that will strengthen Community Area Networks (CANs) into collaborative learning communities that exchange methods for broadband applications, training and promotion.
•   Locally creative outreach to build ownership among targeted groups and vulnerable populations, developing familiarity with broadband services and awareness of its potential.
•   Interactive tools and content providing videos and webinars that, for example, build computer skills, promote broadband demand, and offer instruction in e-commerce.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

• Replicable models and roadmaps detailing how other communities can emulate strategies for building and sustaining broadband adoption.

c. 1. Areas to be served:

Five Wisconsin communities are partnering with UWEX (see "Demonstration Communities" map in "Supplemental Information"):

Chippewa Valley: This three-county region of west central Wisconsin will stimulate new business opportunities through virtual innovation and entrepreneurial think tanks in rural areas, while meeting needs of free clinic patients through telemedicine services.
Menominee Nation: Menominee County in east central Wisconsin is the reservation of the Menominee Indian Tribe of Wisconsin. The tribe will create computer labs to train its large population of unemployed, while connecting its sizeable corps of Army troops with their families.
Platteville: This far southwestern Wisconsin county will serve vulnerable populations at the Senior Center, while training farmers at the university agricultural center.
Superior: This far northwestern Wisconsin county will train teachers, students and their families, in educational technology concepts for 21st Century Learning.
Wausau: This central Wisconsin county will establish a broadband computer lab at the Neighborhood House to train Hmong residents, elderly and unemployed populations.

These five communities emerged as "broadband ready," meeting qualities described in the "Request for Community Participation" provided as Supplemental Information:
• Vigorous activity to start the process before the BTOP program was announced
• Stakeholders that understand the opportunity and have developed a coalition of technical resource persons and community leaders
• Openness to explore infrastructure configurations
• Excitement about building community ownership and creating new models
• Agreement to participate in e-commerce and e-literacy training

With collaborative guidance from UWEX, the communities have committed to this opportunity. See partnership letters, Section 8. They will pool their resources and experience to design community-based strategies for broadband. They will share with Wisconsin communities and other states models for network building that result from implementation of the BCCB project.

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

c.2. Population of the target areas, including demographic information:

The five demonstration CANs comprise a combined population of 426,660, including 169,817 households. The BCCB project will reach out with culturally-sensitive approaches to three unique populations:

Hmong: A Hmong population of 5122 in Marathon County (the second largest county concentration of Hmong in Wisconsin) and a total of 10,085 Hmong within the five regions; approximately one-quarter of the state's Hmong will be served by this project. Average family income of Hmong residents is $35,898 per year.

Native American: A population of nearly 4000 Native Americans living on the Menominee reservation, and a total of more than 6500 Native Americans within the five regions. Average family income of Menominee reservation residents is $31,448 per year; unemployment among this target group is approximately 18.1%.

Hispanic: A population of nearly 5000 Hispanic residents in the five regions. Average family income of Hispanic residents is $34,978 per year.

c.3. Estimated number of potential broadband subscribers:

A marketing and education campaign will maximize broadband adoption rates. Approximately 165 community anchor institutions will benefit from BCCB. Through the work of local broadband instructors conducting marketing, 23,500 subscribers will initiate broadband service.

d.   Applicant qualifications:

Over the past century, Extension has built local capacity and project ownership through community educators. UWEX is the best-qualified entity to implement the BCCB project, in collaboration with the Community Area Networks. UWEX brings decades of experience managing Federally-funded projects. During its most recent fiscal year, UWEX received more than $45 million in grants, of which $20 million represents funding awarded by the U.S. Department of Agriculture and the Small Business Administration.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

The Wisconsin Department of Administration received a $22.9 million NTIA grant during BTOP Round 1 competition. BCCB will leverage the value of this Federal stimulus investment in the state's middle mile infrastructure.

The Chippewa Valley Community Area Network has compiled a decade-long history of broadband expansion. For this project network representatives will create resources to inspire additional communities.

Jobs to be saved or created: As indicated in section 14, "Project Benefit," UWEX estimates that the BCCB project will create approximately ¬¬¬¬¬35 jobs. In addition we estimate that 8106 jobs will be saved or created from increased broadband penetration over the two years of this project.

e.   Overall cost of the proposed project: The budget recommended for BCCB totals $3,265,832, of which $2,390,416 represents the requested Federal share.

Matching contribution: The remaining $875,416 represents the local applicant match, for a 26.8% share of the overall project budget.

Project purpose:

Wisconsin communities need more than high-speed connectivity; they need information, support, and training. Effective education for sustainable broadband adoption will expand understanding while leveraging the full potential of broadband. The proposed Building Community Capacity through Broadband (BCCB) project will enable Wisconsin communities to access high quality resources for sound economic decisions.
Over the past five years, FCC data shows the growth of high speed lines in Wisconsin was 25% less than the national average. We estimate that home subscribership levels are approximately 50% in the five demonstration areas. UWEX has submitted a complementary Comprehensive Community Infrastructure grant application that will address part of the need (EasyGrant #5710). The low rate of broadband adoption is influenced by the available options for connectivity, but this situation cannot explain the problem in full. As stated by AT&T, "Lack of education and training about the benefits of broadband keep some Americans away out of fear or indifference." AT&T's observation is supported by data in the Digital Nation survey. The BCCB project intends to remove the fear or indifference about broadband to expand subscribership, improving the quality of life and local economies within our five demonstration communities.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

BCCB offers effective solutions to the problems and addresses opportunities presented by the BTOP statutory goals.

Persons who are not currently broadband subscribers will most likely experience a successful introduction to high-speed connectivity at community institutions. For this reason we will help local decision-makers form Community Area Networks (CANs), where anchor institutions can coordinate their training projects and awareness campaigns. The CANs function as hubs for access to broadband technology as well as training for its utilization.

The Building Community Capacity through Broadband project supports three of the BTOP statutory objectives:

Provide improved access to broadband service to consumers residing in underserved areas of the country.

Provide broadband education and support to community organizations, to facilitate greater use of broadband services by vulnerable populations.

Stimulate demand for broadband, economic growth, and job creation.

Because this application substantially addresses multiple statutory purposes, BTOP guidance indicates that the BCCB proposal will receive additional consideration.

BCCB addresses compelling problems and presents opportunities consistent with the three BTOP statutory goals identified above.

Vulnerable populations may view with suspicion an approach where outsiders attempt to train them and motivate them to adopt broadband. BCCB will enlist local residents, training them to create collaborations with community organizations that reach vulnerable populations effectively.

Wisconsin leads the nation in employment dependent upon manufacturing, a dwindling source of jobs. Broadband technologies can retool the state's manufacturing sector. The opportunity that this compelling problem presents calls for a new economic model where high-tech manufacturing is connected via broadband to suppliers, buyers and global markets.

BCCB demonstrates broad significance and includes developments that can be replicated to improve future projects.

BCCB will work collaboratively with vulnerable populations including Native American, Hispanic and Hmong populations. The program will create virtual think tanks bringing together inventors and entrepreneurs across rural areas, stimulating development of new businesses. The project will establish computer labs in rural libraries. Training and education specifically designed to meet the needs of elderly Wisconsin citizens will be provided, as will custom-tailored broadband information for the state's farming interests and for unemployed persons.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

These developments are well-suited to replication among populations in other Wisconsin communities and nationwide. BCCB represents a sustaining community asset, where the infrastructure built by CANs with UWEX collaboration complements the technology infrastructure provided by newly-available broadband service.

BCCB enhances service for health care delivery, education and children.

Included among community-originated projects to be supported through BCCB are telemedicine outreach to Hmong persons and free clinics, teacher training in computer skills for 21st Century classroom instruction, and links betweeen families and relatives serving with the armed forces at distant locations.

BCCB is coordinated with UW-Extension's Comprehensive Community Infrastructure grant application. The two projects have been designed to fit together in service to BTOP's multiple statutory purposes.

UWEX's affiliated CCI project will meet four of the core BTOP purposes in our demonstration communities:

(1)   Provide access to advanced broadband for Wisconsin communities. UWEX's CCI project also meets the statutory requirement to enhance service for health care delivery, education and children.

(2)   Improve access to, and use of, broadband service by public safety agencies.

(3)   Stimulate demand for broadband, economic growth, and job creation.

(4)   Provide improved access to broadband service to consumers in underserved areas of the state.

Subscribership baseline and methodology: We estimate current household subscribership levels of 50% across the five demonstration communities, as described in "Measuring Adoption Impact." Through our educational efforts, we estimate that 15% of unsubscribed households will be converted to subscribers in each of the two years of the BCCB project. During this period, we anticipate converting approximately 23,500 households to broadband subscribers. UWEX will validate and analyze statistics and observations to enable an objective evaluation that tracks and measures the overall project benefits.

Recovery Act and Other Governmental Collaboration:

The diversity of communities and activities involved in Building Community Capacity through Broadband (BCCB) enables mutually beneficial collaborations with other projects, including:
The Wisconsin Department of Health Services (DHS) was awarded $9.44M by the ARRA State Health Information Exchange (HIE) Cooperative Agreement Program. This award was made to

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

improve the quality and efficiency of health care by promoting the use of an appropriate and secure HIE as a mechanism for information sharing across the health care system.

To facilitate this relationship, and mutually enhance our project's working partnerships with hospitals and other health care facilities, the State Health IT Coordinator at DHS will serve as a member of the BCCB Project Oversight Board, and a BCCB representative will serve on the Standards and Technical Architecture committee of the Wisconsin Relay of Electronic Data for Health Board that is responsible for governing the State HIE project.

The Wisconsin Department of Administration (DOA) was awarded $22.9M by the ARRA Broadband Technology Opportunities Program. This Middle Mile project will bring high-speed fiber connectivity to 74 school districts, 8 community colleges (including 2 tribal colleges), and 385 public libraries, thus significantly expanding access to broadband throughout Wisconsin. The proposal described in this application will concurrently grow communities' capacity to utilize broadband as it becomes available.

The BCCB planners have a long-standing collaborative relationship with the Wisconsin Department of Public Instruction staff members who assisted in developing the DOA infrastructure grant.

The School District of Superior, one of our BCCB project partners, is currently active in two ARRA Enhancing Education Through Technology (EETT) grants. The first award is being used to develop sustainable research-based models that integrate visual literacy tools into the curriculum to improve student achievement. This training will be followed by a year of online coaching to develop a cadre to train the other teachers.

The second ARRA-EETT award was made to a consortium of Wisconsin school districts, including Superior, to achieve specific "21st Century" teaching and learning outcomes.

Should UWEX's complementary CCI infrastructure proposal be funded in Phase 2 of the ARRA BTOP competition, we will coordinate activities through our BTOP Project Director (50% for each project) and our Oversight Board. That project proposes construction of fiber in underserved rural areas, enabling us to stimulate broadband adoption by businesses, organizations, residents, and community institutions not directly connected by the DOA Middle Mile project awarded in the first round.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

In addition, we will work with our community college partners to enlist students seeking Federal Work-Study Community Service placements, students in related internships and those needing to fulfill required service-learning hours.

Technology Strategy:

Technical and operational details: The Building Community Capacity through Broadband (BCCB) project will create a website portal of resources, including ten webinars exploring topics essential to a Community Area Network (CAN). Trainers will promote adoption of broadband by presenting classes at community anchor institutions, creating new generations of educated users. Classes to be taught by local trainers are in "Supplemental Information"; table "Planned Educational Programming," section E.

Effective and appropriate means of creating sustainable adoption: BCCB strategies are designed to infuse local leadership with broadband intelligence, modeled on techniques that have proved successful at the Chippewa Valley Internetworking Consortium, among UWEX community education programs, and within curriculum developed by the National e-commerce Extension Initiative. The proposed means of creating sustainable adoption are appropriate because they are delivered in each location by community educators. To reach ethnic groups and disabled individuals, presenters will be selected for and trained in cultural sensitivity.

Innovative and replicable approach: BCCB's approach to sustainable adoption is innovative because it builds expertise and leadership capabilities at the local level with assistance from institutions of higher education. BCCB targets communities whose representatives are committed to successful implementation. Innovation is assured through technology planners employed by the University of Wisconsin System, whose insights will be tailored for the community level. The project is replicable because its strategy and materials are applicable nationwide.

Replicable and adaptable model: All facets of the project are replicable by communities across the country, as they draw on the rich resources developed for replicability through the BCCB web portal. The BCCB model is adaptable because its modular approach enables customized selection of webinar content and training sequences to comprise a package tailored to the needs of individual communities.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Major types of equipment and technological components: Contemporary technologies will deliver broadband adoption information:
•   Mobile broadband demonstration and computer training labs
•   Streaming video
•   Webcams
•   Online training
•   DVD copies for playback at community events
•   Radio call-in discussions

Reliable, secure and user-friendly system: BCCB's delivery of project components will be reliable because its contemporary technology will be operated by professional specialists. The website will include secure sections with password protection. BCCB is user-friendly: planners are sensitive to vulnerable populations and training will be delivered by local specialists.

Special equipment and software available at specific locations: Adaptive technology equipment and assistive software will be provided as described in section 11 under "Disabled Accessibility."

Innovative Approach:

Innovative approach to increasing broadband adoption rates: UWEX recognizes that promotion and education on effective broadband utilization will fuel demand for high-speed connectivity to win an estimated 23,500 new subscribers. UWEX will use its educational resources to help anchor institutions capitalize on their leadership roles in five locally-controlled Community Area Networks (CANs). These CANs serve regions that include diverse, economically vulnerable populations that have not typically maximized broadband use.

Demonstrating viable new approaches or techniques: UWEX will use hybrid learning models to blend the site-based training capabilities of community educators with centralized production of educational materials delivered via distributed learning. These materials will include ten webinars and ongoing communications utilizing webcams and the BCCB website. Adopting a flexible multimedia approach to delivery of this curriculum, UWEX will present these webinars "live," followed by streaming video on the project website and distribution of DVDs.

As an alternative to fixed training locations, mobile computer demonstration labs will be used at public spaces for a variety of planned activities: to promote broadband awareness to special

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

groups, such as non-English speakers; to demonstrate telemedicine outreach to free clinics; and to address economic development through the extension of entrepreneurs' think tanks to a virtual collaboration. Interactive tools and content produced by UWEX will provide the CANs with educational tools and relevant content that builds computer skills, promotes broadband demand, and offers instruction through custom-developed curricula.

The five CANs will work as collaborative learning communities to advance and sustain successful scalable adoption with a focus on advancing today's telemedicine, education, e-government, economic development, and public safety. Each month the CANs will join for dialog via online teleconference or webcam videoconference, where project participants can mutually mentor and exchange reports of successes, failures and challenges.

As BCCB develops, implements and evaluates new models for increasing broadband use and subscribership, UWEX will compile the discussions on best practices during the two-year project. At the end of year two, representatives from all of the CANs will gather for a Broadband Summit, to identify replicable models and roadmaps from best practices. The face-to-face summit will be planned via virtual meeting technology. Templates, related tools, and implementation manuals will be posted on the project website for widespread use in a readily-accessible, publicized, sharable online resource.

It is BCCB's overarching aim to enable communities throughout America to replicate these sustainable best practices, to position pervasive broadband adoption as the hallmark of a vibrant community.

Is the applicant is seeking a waiver of the Buy American provision pursuant to section x.Q of the NOFA?

➢ No

Is the applicant deliquent on any federal debt?

➢ No

If Yes, justification for deliquency:
➢ .

Are you seeking a waiver of any requirement set forth in the NOFA that is not mandated by statute or applicable law?

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

➞ No

C. Partners

Are you partnering with any other key institutions, organizations, or other entities for this project?
➞ Yes

If YES, key partners are listed below:

Project Role: Third party in-kind contributor
Name: Reilly, Kevin
Email: kreilly@uwsa.edu
Address 1: 1720 Van Hise Hall, 220 Linden Dr.
Address 2:
Address 3:
City: Madison
State: Wisconsin
Zip Code: 53706
Organization: University of Wisconsin System
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Lois, David
Email: davelois@wiscnet net
Address 1: 740 Regent St., Suite 203
Address 2:
Address 3:
City: Madison
State: Wisconsin
Zip Code: 53715
Organization: WiscNet
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Contractor
Name: Wilson, David
Email: david.wilson@uwex.edu

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Address 1: 432 N. Lake St.
Address 2:
Address 3:
City: Madison
State: Wisconsin
Zip Code: 53705
Organization: University of Wisconsin Colleges and Extension
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Contractor
Name: Klemme, Richard
Email: richard klemme@uwex.edu
Address 1: 601 Extension Building, 432 North Lake St
Address 2:
Address 3:
City: Madison
State: Wisconsin
Zip Code: 53706
Organization: University of Wisconsin Extension, Cooperative Extension
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Contractor
Name: Brett, Malcolm
Email: malcolm.brett@wpt.org
Address 1: 921 University Ave.
Address 2:
Address 3:
City: Madison
State: Wisconsin
Zip Code: 53706
Organization: University of Wisconsin Extension, BAMI Division
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Purcell, Gene
Email: gene.purcell@ecb.org

Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Address 1: 3319 West Beltline Hwy.
Address 2:
Address 3:
City: Madison
State: Wisconsin
Zip Code: 53713
Organization: Wisconsin Educational Communications Board (ECB)
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Wilson, Ross
Email: wilson@cesa10 k12.wi.us
Address 1: 725 West Park Ave.
Address 2:
Address 3:
City: Chippewa Falls
State: Wisconsin
Zip Code: 54729
Organization: Cooperative Education Services Agency, CESA 10
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Hafele, Brent
Email: info@cvfreeclinic.org
Address 1: 421 Graham Ave., PO Box 231
Address 2:
Address 3:
City: Eau Claire
State: Wisconsin
Zip Code: 54702
Organization: Chippewa Valley Free Clinic, Eau Claire
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Thompson, John
Email: tellus@ifls.lib.wi.us

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

Address 1: 1538 Truax Blvd.
Address 2:
Address 3:
City: Eau Claire
State: Wisconsin
Zip Code: 54703
Organization: Indianhead Federated Library System (IFLS)
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Ronstrom, Stephen
Email: kkiefer@hshs.org
Address 1: 900 West Clairemont Ave.
Address 2:
Address 3:
City: Eau Claire
State: Wisconsin
Zip Code: 54701
Organization: Hospital Sisters Health System Division (Western WI)
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Fish, Dave
Email: info@sjcf.hshs.org
Address 1: 2661 Country Highway I
Address 2:
Address 3:
City: Chippewa Falls
State: Wisconsin
Zip Code: 54729
Organization: St. Joseph's Hospital
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Will, John
Email: tellus@ifls.lib.wi.us

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

---

Address 1: 1538 Truax Blvd.
Address 2:
Address 3:
City: Eau Claire
State: Wisconsin
Zip Code: 54703
Organization: Wisconsin Indianhead Technical College (Rice Lake)
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Stephens, Janna
Email: info@superior k12.wi.us
Address 1: 3025 Tower Ave.
Address 2:
Address 3:
City: Superior
State: Wisconsin
Zip Code: 54880
Organization: School District of Superior
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Jurgens, Ronald
Email: rjurgens@menominee.edu
Address 1: N172 STH 47-55, PO Box 1179
Address 2:
Address 3:
City: Keshena
State: Wisconsin
Zip Code: 54135
Organization: College of Menominee Nation
Organization Type: Indian Tribe
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Smith, Sandra
Email: sandra.smith@uwc.edu

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

Address 1: 518 South 7th Avenue
Address 2:
Address 3:
City: Wausau
State: Wisconsin
Zip Code: 54401
Organization: University of Wisconsin Colleges-Marathon County
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Christensen, Phyllis
Email: phyllis.christensen@mail.co.marathon.wi.us
Address 1: 300 North First St.
Address 2:
Address 3:
City: Wausau
State: Wisconsin
Zip Code: 54403
Organization: Marathon County Public Library
Organization Type: County Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Kluz, Mary
Email: mary.kluz@ces.uwex.edu
Address 1: 212 River Dr., Suite 3
Address 2:
Address 3:
City: Wausau
State: Wisconsin
Zip Code: 54403
Organization: UW Extension-Marathon County
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Rau, Tom
Email: tom@neighborsplace.org

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Address 1: 745 Scott St.
Address 2:
Address 3:
City: Wausau
State: Wisconsin
Zip Code: 54403
Organization: The Neighbor's Place Inc.
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Frost, Rose
Email: platteville.pl.director@gmail.com
Address 1: 65 South Elm St.
Address 2:
Address 3:
City: Platteville
State: Wisconsin
Zip Code: 53818
Organization: Platteville Public Library
Organization Type: City or Township Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Pauly, Regina
Email: paulyr@uwplatt.edu
Address 1: 65 South Elm St.
Address 2:
Address 3:
City: Platteville
State: Wisconsin
Zip Code: 53818
Organization: Platteville Library Foundation
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: White, Edward
Email:

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

Address 1: 52 Means Dr.
Address 2:
Address 3:
City: Platteville
State: Wisconsin
Zip Code: 53818
Organization: Platteville Business Incubator (PBII)
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Krueger, George
Email: plattevilleindustry@centurytel.net
Address 1: 52 Means Dr., Suite 104
Address 2:
Address 3:
City: Platteville
State: Wisconsin
Zip Code: 53818
Organization: Platteville Area Industrial Development Corporation (PAIDC)
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Issacson, Dean
Email: isaacson@platteville k12.wi.us
Address 1: 780 North Second St.
Address 2:
Address 3:
City: Platteville
State: Wisconsin
Zip Code: 53818
Organization: School District of Platteville
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Steinhoff, Connie
Email: srcenter@centurytel.net

Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Address 1: 55 S. Court St.
Address 2:
Address 3:
City: Platteville
State: Wisconsin
Zip Code: 53818
Organization: City of Platteville Senior Center
Organization Type: City or Township Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Maciej-Hiner, Marian
Email: ed@uwplatt.edu
Address 1: 1 University Plaza
Address 2:
Address 3:
City: Platteville
State: Wisconsin
Zip Code: 53818
Organization: University of Wisconsin-Platteville
Organization Type: Other
Small business: No
Socially and economically disadvantaged small business concern: No

Description of the involvement of the partners listed above in the project.

The following essay describes involvement of the partners and illustrates the pervasive level of local community participation, a hallmark of Building Community Capacity through Broadband (BCCB) since inception.

As an outgrowth of its century-long commitment to collaboration at the local level, University of Wisconsin-Extension (UWEX) has identified five demonstration communities where BCCB sustainable broadband adoption activities will be conducted. Each will provide opportunities that target and benefit health care delivery, children (through K-12 school districts to maximize impact), other forms of education (library systems, universities, community colleges, a tribal college, technical colleges), and organizations working with vulnerable, low-income populations.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

Each location has organized a Community Area Network (CAN) to coordinate the work of participating entities. As depicted on "Demonstration Communities" (see Supplemental Information), the locations of the CANs are dispersed around the state – with diverse population groups, varying partner concerns, and differing levels of technical expertise. UWEX will facilitate the transformation of each CAN into a highly functioning learning community, as described in the section titled "Innovative Approach."

At the state level, the following project partners are collaborating to initiate and manage Building Community Capacity through Broadband.

Statewide Partners:
University of Wisconsin Extension/Colleges - In leading the BCCB project, will provide cash and in-kind match, instruction, lead the oversight board and ensure success of the project.

University of Wisconsin System - one of the largest systems of public higher education in the nation, serving more than 178,000 students each year and employing more than 32,000 faculty and staff statewide. The university is providing cash match and is represented on the oversight board.

WiscNet - a non-profit membership association of more than 400 public and private organizations providing access to worldwide information and computing resources for education, research, and public service. WiscNet's roles are project planning, serving on the oversight board and provision of cash match.

Wisconsin Educational Communications Board – ECB serves as the state's public telecommunications agency. ECB partners in the BCCB project by making available its licensed EBS frequencies in the Eau Claire area.

Demonstration Community Partners:
Chippewa Valley
The Chippewa Valley Internetworking Consortium (CINC) is a Community Area Network formed in 1999 to coordinate regional communication infrastructure projects with anchor institutions. The following partners are representative of CINC's members:

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

Cooperative Educational Service Agency #10 is one of 12 CESA agencies serving Wisconsin's school districts with collaborative assistance in instructional technology. CESA #10 serves as fiscal agent for CINC and is the sub-recipient.

The Indianhead Federated Library System (IFLS) is one of 17 regional library systems in the state. IFLS is headquartered at Eau Claire and serves 57 member libraries in ten west central Wisconsin counties. They are providing in-kind match and will oversee mobile training at libraries.

BCCB is also partnering with the Chippewa Valley Free Clinic that provides health care to uninsured and low-income individuals, which will be a site for broadband training.

Chippewa Valley Technical College (CVTC) serves eleven west central Wisconsin counties from six campuses. They are providing project planning for BCCB.

Menominee Nation

The College of Menominee Nation (CMN), located on the Menominee Indian Reservation, is one of two tribal colleges in Wisconsin and is a sub-recipient, pledging in-kind match to provide broadband training within the nation.
UWEX–Menominee County Cooperative Extension Office is located at the county seat of the rural Menominee Nation, whose borders are contiguous with those of Menominee County. The UWEX faculty and staff will assist with the effort by serving on a local advisory board.
Platteville

Senior Center, City of Platteville, is the community's focal point for identifying and responding to senior citizen needs. Through BCCB, the Center will create an Internet access point for seniors, especially for those needing assistive instruction due to visual, hearing and dexterity impairments.

University of Wisconsin-Platteville (UWP) is one of 13 comprehensive universities in the UW System. Its current student enrollment is 7,500. They will provide project planning and in-kind matching funds.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

Platteville Business Incubator, Inc. (PBII) is a non-profit organization that promotes business start-ups by lowering their overhead. PBII will provide space and project planning.

Superior

School District of Superior serves 4,982 students in the City of Superior and six neighboring villages. Expanding its effort to train its teachers to develop and integrate visual literacy tools for students, the district will be providing broadband training to families and community members. The district is a sub-recipient.

University of Wisconsin-Superior (UWS), another of Wisconsin's 13 comprehensive universities, is providing education department faculty as in-kind project support.
Wausau

University of Wisconsin Colleges-Marathon County (UWMC) is a two-year community college in the UW System. They are providing project planning and coordinating student instructors as an in-kind.

Marathon County Public Library in Wausau provides Internet service for the community but is overwhelmed by need. Their role is to provide coordination for training at remote libraries as in-kind.

The Neighbors' Place in Wausau serves diverse ethnic groups and teaches language skills to non-English speakers – particularly Hmong. It serves 1,200 families each month. They are offering space for on-site broadband training.

D. Congressional Districts
Applicant Headquarters

 ➢   Wisconsin

Project Service States
Wisconsin

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Project Service Areas
Wisconsin - 3

Wisconsin - 7

Wisconsin - 8

Will any portion of your proposed project serve federally recognized tribal entities?

➢   Yes

Indicate each federally recognized tribal entity your proposed project will serve.
Menominee Indian Tribe of Wisconsin

Have you consulted with each of the federally recognized tribal entities identified above?

Yes

E. Community Anchor Summary

Community Anchor Institution	
Schools (k-12)	72
Libraries	33
Medical and Healthcare Providers	13
Public Safety Entities	1
Community Colleges	4
Public Housing	1
Other Institutions of Higher Education	11
Other Community	18

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Support Organization	
Other Government Facilities	12
TOTAL COMMUNITY ANCHOR INSTITUTIONS	165
Minority Serving Institutions	
Historically Black colleges and Universities	0
Tribal Colleges and Universities	1
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	1
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	2

F. Demographics

Will your proposed project be specifically directed to serve vulnerable population groups?

 ➢ Yes

If "Yes" which vulnerable population groups will your proposed project serve? Check as many as apply:
Hispanic

Asian

Native American or Native Alaskan

English as Second Language (ESL)

Disabled

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Low Income

Unemployed

Senior Citizen (55 and over)

Youth

Other

Other: Hmong

Vulnerable Populations

Overall strategy for reaching vulnerable populations: BCCB team members are sensitive to the concerns of the targeted vulnerable populations. UWEX will collaborate with community partners to train leaders from among the vulnerable populations, thus assuring cultural sensitivity and creating employment opportunities for disadvantaged residents.

Background data; engaging and serving vulnerable populations:

Hispanic: Mexican and Spanish-speaking persons represent Wisconsin's fastest-growing minority population. Culturally sensitive trainers will teach in Spanish, using the proposed mobile computer labs.

Asian: Because of an infusion of Hmong, the Asian population of two BCCB communities is their fastest growing minority group. Hmong represent 4% of the population in the Wausau region and 2.4% of the population in the Chippewa Valley. With 10,000 Hmong in the pilot communities, the project will concentrate on this vulnerable population by collaborating with local Hmong Mutual Assistance Associations.

Native American: The College of Menominee Nation, as the local Tribal Community College is uniquely qualified to provide culturally sensitive and relevant training to promote broadband on the Menominee Reservation. As a note of interest, over the last several years the Menominee

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Reservation has provided more Army recruits on a per-capita basis than any other community in the U.S. without an Army base. Among the many programs of benefit to the community, the Menominee will be using broadband to communicate between tribal members serving overseas and their families on the reservation, and to enable veterans to apply for benefits.

English as second language: Native speakers of Hmong and Spanish languages will receive special attention from BCCB trainers, with instruction and materials provided in their vernacular. The mobile computer labs will facilitate workshops and events targeted to the ESL population.

Disabled: Persons whose vision, hearing or mobility is limited or impaired will be furnished adaptive technology. These assistive devices are described in the following section titled "Disabled Accessibility."

Low income: Four of the five BCCB target communities meet Federal criteria defining economic distress, with either a per capita income of 80% or less compared to the national average, or an unemployment rate greater than the national average.

Unemployed: Layoffs are prevalent in Wisconsin, with many deemed permanent because of factory shut-downs or outsourcing. Wisconsin leads the nation in the percentage of employment in manufacturing (~16%). The idled Wisconsin workforce needs retooling and reeducation opportunities enabled by broadband. Three demonstration communities are located within Community Development Zones.

Senior citizens: Although many older Wisconsin residents do not perceive Internet connectivity as important, or even desirable, seniors represent a prime population for expansion of broadband.

Accessibility

UW-Extension's Building Community Capacity through Broadband project includes persons with disabilities among its target audiences of vulnerable populations. UWEX staff and local Community Action Network representatives will continue their established practice of addressing the needs of disabled people by identifying locations and technologies that will ensure accessibility. BCCB managers will assure equal access to all project services, ensuring that all persons will be able to participate fully in BCCB activities without regard to disability. Project representatives will directly support any individual who needs additional assistance to ensure equitable participation in project services. The proposed project will place a strong

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

emphasis on equitable access to activities by individuals with physical disabilities, thus demonstrating UWEX's historic commitment to accessibility at the required statutory level and beyond.

The project has budgeted for adaptive equipment that will allow all persons with special needs to engage in BCCB activities. As prescribed by NTIA's guidance for submission of BTOP SBA applications, the following examples describe specific special equipment and adaptive software that will be available to users with disabilities. UWEX will make every effort to respond to special requests that may be made beyond these examples.

Mobility limitations: All buildings owned or used by UWEX and its project partners are fully accessible to individuals with special physical needs. Parking, entry into buildings and rooms, alarms, telephones, drinking fountains and restrooms are all ADA-compliant. Raised desks are available for persons using wheelchairs. Alternative keyboards will be available for individuals lacking tactile strength.

Vision impairment: Informational mailings and invitations to participate in project events will be adapted as necessary through large-print versions, so that they can be read by individuals who are visually impaired. Sufficient lighting will be provided to illuminate desktops, and visual magnification devices will be available. The "Second Audio Program" sound track enabled by digital video production will be utilized for the project training vignettes, to provide spoken visual descriptions and prompts for those who have difficulty seeing the picture on screen.

Hearing impairment: Amplification facilities will be furnished to project instructors, enabling their training to be audible for individuals whose hearing is impaired. An augmentative communication system such as a communication board will be available for assistance. Closed-captioning enabled by digital video production will be utilized for the project training vignettes, to provide on-screen transcription of spoken dialog and voice-over narration for those who have difficulty hearing the program audio.

Other Languages

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

The Building Community Capacity through Broadband project includes specific direction to serve speakers of English as a second language. Multilingual training and outreach initiatives will be designed to increase broadband adoption among speakers of the Hmong language from southeast Asia, among Native Americans who speak the Menominee language on their reservation, and among speakers of Spanish.

Multilingual target communities:
Hmong community: Wisconsin has the third largest Hmong population in the U.S.,approximately 39,000. More than 5000 of these southeast Asians reside in Marathon County – while an approximately equal number live in the three-county Chippewa Valley region, both demonstration communities. For this reason, the partnerships forged with the local Hmong mutual assistance associations serving those regions are essential to success of this project.

Menominee community: A current goal being implemented by the Menominee Indian Tribe of Wisconsin calls for recovery of their ancestral language and its reintroduction into everyday speech. Broadband access to electronic resources in the linguistics field will facilitate transcription of BCCB materials in the Menominee language for members on and off the reservation.

Hispanic community: The target population of Spanish-speaking residents is more uniformly distributed across Wisconsin, compared with the Hmong and Menominee communities.

Multilingual training and outreach initiatives: BCCB project leaders will be assisted by representatives of the Hmong, Menominee and Hispanic communities in developing custom-tailored introductory and follow-up information about broadband opportunities that is culturally sensitive and relevant to the community's needs and interests.

Local training and outreach initiatives showcasing the advantages of broadband adoption will lead to increased subscribership, and develop the skills necessary to maximize effective use of broadband. Diverse population groups will be positively impacted as broadband enables families to connect with relatives across great distances and to explore opportunities for employment and entrepreneurship that will spur economic recovery among specialized populations.

Special equipment and software for multilingual users: As described in the preceding application section, "Accessibility," UW-Extension is committed to assuring equitable

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

participation in all of its programs for special populations that require accommodations. Adaptive programs, such as computerized translation packages and speech recognition software, will be provided for each community as required.   UWEX and CAN staff will directly support individuals whose English proficiency is limited, by providing additional assistance to assure culturally sensitive equal access to BCCB materials and services. All printed materials for the project will be translated into Hmong and Spanish, as well as into the rudimentary recovered Menominee language.

G. Project Budget

Project Budget	
Federal Grant Request	$2,390,416
Total Match Amount	$875,416
Total Budget	$3,265,832
Match Percent	26.8%

Projects Outside Recommended Funding Range:

➢ NA

Sustainability:

University of Wisconsin-Extension and its partners are committed to continuation of the Building Community Capacity through Broadband project into the future, until pervasive adoption of high-speed Internet has become as commonplace throughout the state as electricity and telephone service.

Project will be sustained beyond funding period: BCCB will continue to serve the project's target populations at the statewide level over the long term, modifying the program's goals and objectives as necessary, while building community capacity and increasing broadband adoption through the coming decade.

Continue to deliver programming to intended populations: Staff of anchor institutions like public libraries, community colleges and public schools will continue to serve patrons, students

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

and local residents who seek broadband information, by including this training among the services they offer every day.

Funding for continued expenses: Production costs for development of BCCB training programs will not be a recurring expense. Operational costs associated with extending this training to other communities will be sustained through nominal registration fees and through absorption of costs into institutional base budgets. Once concepts have been proven, corporate sponsors will be solicited.

Continuity of the project: All of the BCCB partners have served their communities and the state for decades, and all are committed to sustaining advancement of project goals beyond the initial two-year period for which ARRA matching funds are requested. Community leaders are committed to sustaining the long-term goals of this project because they have helped to influence their design.

Representatives of the five CANs participating during the first two years will share their lessons learned as the concept of developing Community Area Networks expands across the state. These lessons can readily be shared through the statewide Extension education network and more than 400 anchor institutions that are members of WiscNet.

Sustaining projected increase in broadband adoption rates: As the BCCB project builds awareness and momentum in its five demonstration communities, conversation about high-speed connectivity will be sparked and new options for broadband service delivery will be developed. Video vignettes, printed materials and website resources will continue in widespread distribution, stimulating "late adopters" to seriously consider broadband subscription. Ever-expanding adoption rates will create economies of scale for broadband providers – an incentive for potentially reducing monthly subscription fees to retain existing customers and to attract others who have waited for fees to decrease before subscribing. For these reasons, Building Community Capacity through Broadband promises sustainability without ongoing federal grant assistance after the two-year funding period has concluded.

Matching Funds	
Applicant is providing matching funds of at least 20% towards the total	Yes

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

eligible project costs?	
Describe the matching contributions	Cash Match University of Wisconsin – Extension (UWEX) will provide the following internal cash match: Oversight Board salary & fringe - $35,531 Wisconsin Public Radio & TV salary & fringe - $20,727 Marketing Team salary & fringe - $4,648 Wausau Project Manager salary & fringe - $13,914 Principal Investigator salary & fringe - $13,300 Wausau Mobile Lab mileage reimbursement - $4,850 BTOP Project Administration travel - $10,992 Applicant Equipment (4 Desktop PC's) = $5,052 User Equipment (6 Desktop PC's) = $7,578 User Equipment (78 Laptops for computer labs & mobile labs) = $69,186 User Equipment (Neighbor's Place Computer Lab) = $8,995 Used Office Furniture for 4 new staff = $6,708 General Office Supplies for 6 staff = $3,600 General Office Supplies for Wausau Coordinating Instructor = $1,000 Various Supplies for Computer lab/Mobile lab in Wausau = $8,839 Installation of Equipment and supplies at the Wausau computer lab = $1,200 All BTOP Staff and stakeholder meeting to develop "How to" manual = $25,000 Teleconferences with Madison BTOP Admin and the 5 sites = $20,000 Copier lease for BTOP admin staff = $4,000 Educational media campaign (print, radio, flyers, mailings) = $50,000 Wisconsin Public Radio on-air promotion/coverage of BTOP = $3,700 Video Production of vignettes = $72,000 Indirect Costs - $125,062 Total cash match is $515,882 University of Wisconsin – Platteville (UWPl) is providing $2,170 for salary and fringe for campus project director oversight of the Platteville project and $6,500 for 6 3G card services for mobile lab

Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

laptops.
Media Technology Services – video production - $4,415
Indirect costs - $933
Total cash match is $14,018

In total, UW institutions (UW Extension and UW Platteville) provide $529,900 of cash match that represents 16.2% of the project.

In-Kind Match

Indianhead Federated Library System
Continuing Education Coordinator salary & fringe - $1,688
Technology Coordinator salary & fringe - $1,950

CINC
Coaching and consultation – 20 days at $750/day - $15,000

College of the Menominee Nation
Project Director salary & fringe – $33,356
IT Director salary & fringe - $14,602
This agency is a subcontracting agency and has requested federal support for staff , laptops, supplies and peripherals.

Platteville Public Library
Library staff (teaching/training) salary & fringe - $9,108
Library IT staff for laptop maintenance - $11,880
Space - $426
This agency will get laptops for training education center.

Platteville Senior Center
Space - $11,906
This agency will get laptops and a PC for training the elderly on the benefits of broadband.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Platteville Business Incubator
Space - $1,280
This agency will get equipment and supplies for a training/education room.

Superior School District
Laptops costs depreciated for 5 years – two years value - $96,600
This agency will get funds for two staff to work with teachers, parents and children on broadband education.

State Agency Employees on Oversight Board (3)
Salary & fringe - $10,137
No direct benefit

Marathon County (Wausau)
Space for Coordinating Instructor -$3,000
No direct benefit

Total in-kind match is $210,933 and represents 6.5% of the project budget.

Pre-Award Match Costs
Application process development
Cash
UWEX
BTOP Director salary and fringe - $13,781
Community and economic Development Manager salary & fringe - $13,710
Oversight Team salary & fringes - $10,000
Budget developers salary and fringe - $46,908
Grant writer services - $10,000
Indirect costs - $27,011
Total costs - $119,078

In-kind

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

	Platteville School District Salary & fringe of IT manager - $3,092 Total Pre-award match costs are $124,502 and represent 4% of the total project.
Unjust enrichment	NA
Disclosure of federal and/or state funding sources	NA

Budget Narrative	
Budget narrative	The two-year budget is $3,265,832: $2,522,680 is federal and $743,152 is in-kind and cash match. The budget is broken down by 6 locations: Platteville; Chippewa Valley; Superior; Menominee Nation; Wausau; and Madison, with subcontracts with local organizations in 3 of the communities. The UW Extension County office will manage the Wausau project and University of WI-Platteville will direct the Platteville project via a shared grant with the applicant. Salary & Fringe Oversight Board salary & fringe = $35,531 Project administration/leadership salary & fringe = $957,532 Virtual I&E Think Tank leadership salary & fringe = $8,868 Wisconsin Public Radio & TV salary & fringe = $20,727 Marketing team salary & fringe = $4,648 Wausau project manager and coordinating instructor salary & fringe = $156,015 Principal Investigator salary & fringe = $13,300 Pre-award salary & fringe = $84,409 Total salary & fringe = $1,281,030 Travel Wausau Mobile Lab = $4,850 Project administration travel to 5 sites = $10,992

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Total travel = $15,842

Equipment
Applicant Equipment (4 Desktop PC's) = $5,052
User Equipment (6 Desktop PC's) = $7,578
User Equipment (78 Laptops for computer labs & mobile labs) = $69,186
User Equipment (Neighbor's Place Computer Lab) = $8,995
Total Equipment = $90,811

Supplies
Used Furniture for 4 new staff = $6,708
General Office Supplies for 6 staff = $3,600
Same for Wausau Coordinating Instructor = $1,000
Various Supplies for Computer lab/Mobile lab in Wausau = $8,839
Total Supplies = $20,147

Contractual
Installation of Equipment and supplies at the Wausau computer lab = $1,200

Subcontractors
CESA #10, Chippewa Valley - $182,438
The College of the Menominee Nation - $222,258
Superior School District - $493,000
Total Subcontracts = $897,696

Other
Webinar series – 10 total programs = $1,036
All BTOP Staff and stakeholder meeting to develop "How to" manual = $25,000
Space lease for 5 BTOP admin staff = $43,454
Teleconferences with Madison BTOP Admin and the 5 sites = $20,000
Copier lease for BTOP admin staff = $7,800
Phone lines & services for 6 BTOP admin staff = $4,710

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

	Educational media campaign (print, radio, flyers, mailings) = $50,000 Wisconsin Public Radio on-air promotion/coverage of BTOP = $3,700 Video Production of vignettes = $72,000 Contracted services for virtual I&E Think Tanks = $10,000 Recruitment costs for 5 positions = $7,500 Three non-University Oversight Board member time = $10,137 Wausau Community Collaborator Board (12 members) = $10,080 Office Space for Wausau Coordinating Instructor = $3,000 Pre-award - Two grant writers and Platteville School District staff = $13,082 Shared Grant with University of Wisconsin – Platteville = $138,160 Total Other = $419,659 Indirect Costs Federal negotiated on-campus rate 32% of MTDC. Excludes portion of each subcontract IN EXCESS OF $25,000, rental costs and shared grant with UW-Platteville. Total Indirect Costs = $539,447
Budget reasonableness	All expenses proposed for implementation of the Building Community Capacity through Broadband project are reasonable to deliver the services as described in the designated service areas. The following narrative justifies the costs that University of Wisconsin-Extension is proposing, based on competitive bids, published prices, and local norms. Each of the proposed expenses is eligible for funding under the ARRA BTOP program. The budget as proposed will comprise sufficient funding to carry out the project as described. Travel: All travel expenses will be reimbursed at established State of Wisconsin rates. This includes mileage allowances, meal and lodging per diems, parking fees and other expenses documented through receipts. Equipment: The State of Wisconsin regularly reviews its competitive bids for such equipment as laptops and PCs established through contracts with vendors, which result from Department of Administration procurement procedures. Equipment for project

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID:** 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

locations like the Neighbors' Place in Wausau and the mobile training lab will be purchased through established procurement procedures, including preference points in bid analysis awarded to Bit-360, a socially and economically disadvantaged small business concern. See agreement in principle, "Supplemental Information." For this reason, UWEX's application will be accorded additional consideration, per NOFA guidance.

Office supplies: The State of Wisconsin purchases office supplies from several vendors, based on competitive bidding, delivery schedules and other relevant factors.

Office furnishings: Used furniture will be obtained to equip the offices of newly-hired project staff members. The State of Wisconsin maintains a furniture exchange website where surplus office furnishings are advertised and relocated.

Telecommunication: The University of Wisconsin-Extension Instructional Communications Systems division will provide telecommunication services for WisLine telephone bridges and webinars as required for implementation of the BCCB project.

Manual development: Face-to-face meetings of the entire project team are budgeted for creation of the "how to" manual enabling other communities to replicate the success of Chippewa Valley's Community Area Network.

Office space: The Wisconsin Department of Administration assesses occupancy of office space in state-owned buildings in Madison at $22 per square foot. Outside of Madison, occupancy is assessed at $15 per square foot – a national average accepted for another Federal project in which UW-Extension is involved.

Media campaign: Space in publications and air time on radio/TV stations will be purchased based on established rate cards in their

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

	respective media markets. Recruitment costs: $1500 per new hire is budgeted to cover expenses of advertising for candidates, travel for interviews with selected applicants, and related costs.
Demonstration of need	UW-Extension's proposed Building Community Capacity through Broadband project requires federal assistance because this venture would not be possible without funds from the stimulus program. The current fiscal year budget for UWEX has been cut more than $1 million, so Extension lacks available revenue options for funding the BCCB project. Moreover, a pay plan giveback was imposed upon UWEX which, combined with mandated furlough savings, totaled more than two million additional dollars of budgetary constraints during the current fiscal year. Extension would not be able to pay for the proposed activities with readily-available alternate funding sources; no such sources exist. UWEX is currently planning for yet another 5-10% reduction in its next biennial budget. "But for" an infusion of ARRA funds, UW-Extension could not launch such a project because successive reductions in state budgets have compelled UWEX to drastically reduce its personnel levels, mandate staff furloughs, and postpone scheduled equipment acquisition/replacement. Federal matching funds from NTIA are critically needed to spur sustainable adoption of broadband service throughout the five communities participating in the proposed project. Beyond UW-Extension, little incentive exists for other organizations to initiate such a complex venture. No other entity in the state maintains such deep roots into Wisconsin communities or fields such exemplary economic development expertise. To any other organization, management and operations required to conduct this project would seem overwhelming, due to a lack of comparable staff resources. One of the five Community Area Networks participating in BCCB – the Chippewa Valley Internetworking Consortium – bears witness to the complexity of establishing a sustainable region-wide

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

broadband adoption project. Yet CINC has surmounted all of the challenges faced during its early years, so that today the network has compiled a decade of experience to share with the other four demonstration communities participating in BCCB.

Meanwhile, at the local level where the proposed project will be implemented, community anchor institutions and other key partners face shrinking resources. Public libraries, community colleges, city and county governments, job-training facilities, and public safety agencies are all struggling with budget shortfalls that document lack of available revenue options for funding BCCB.

Following are examples provided by selected communities of specific details regarding causes of revenue shortfalls within BTOP's most compelling, high-priority areas: Platteville school enrollment has decreased by 24%; one elementary school has been closed. Platteville city workers are required to take eight furlough days this year. Wausau has frozen pay increases for city employees, dropped staff positions and permanently laid off staff, deferred union cost-of-living increases and limited retirees' health benefits.

Funds to States/Territories

States	Amount of Federal Grant Request
Wisconsin	2,390,416

Funds to States/Territories Total: $2,390,416

H. Historical Financials

Matching Funds

	2007	2008	2009

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Revenue	111,971,238	108,340,018	124,282,806
Expenditures	110,115,105	116,458,373	114,743,403
Net Assets	51,650,689	43,590,392	53,129,791
Change in Net Assets from Prior Year	3,396,569	-8,118,353	9,539,398
Bond Rating (if applicable)	NA	NA	NA

I. Program Benefits

Jobs	
How many direct jobs-years will be created from this project?	11
How many indirect jobs will be created from this project?	11
How many jobs will be induced from this project?	13

Methodology used to estimate jobs:

UW-Extension has utilized the methodology suggested by the Council of Economic Advisers to determine its estimates of job creation, as recommended by NTIA.

Describe how the applicant arrived at the job-years estimates: The Council of Economic Advisers has determined that $92,000 of government spending creates one job for one year. Direct and indirect effects comprise 64% of those job-years, while induced effects represent the remaining 36% of job-years. The budget proposed for the Building Community Capacity through Broadband project consists of $2,390,416 requested from NTIA in economic stimulus funds, plus an additional $875,416 offered as local applicant match, for a total expenditure of $3,265,832. Dividing this figure by $92,000, UW-Extension arrives at the estimate of creating 35 jobs, 22 of which are direct and indirect, while 13 are induced.

Employment impact of increased broadband penetration: Beyond the employment impact created by infusion of BCCB funding, an additional estimated 8100 jobs will be created through

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

the employment impact of expanded broadband subscribership as stimulated through the proposed project.

Based on the Brookings Institution study titled The Effects of Broadband Deployment on Output and Employment, a 1% increase in broadband penetration increases employment by 0.2 to 0.3% annually. UWEX estimates that the project will increase broadband penetration by nearly 14%, which would yield approximately 8106 jobs for the five regions.

Adoption Metrics	
How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	23500
How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	1436
How many total users of broadband in public computer centers or users of broadband outside the home (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded?	4210
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	$138.97

Measuring Adoption Impact:

UW-Extension's responses to "Adoption Metrics" immediately preceding this essay estimate the number of household and business/institutional subscribers that the Building Community Capacity through Broadband project expects to generate through BTOP funds over the two-year life of the program. The responses also indicate the approximate total number of broadband users in public computer centers and at community anchor institutions that the BCCB project will generate, followed by an estimate of the total cost of the project spread across these totals of new broadband subscribers and end-users.

Subscribership baseline: The methodology for determining these estimates begins with an underlying subscribership baseline initially determined by UWEX's Community Area Network partners collaborating to implement the BCCB project and informed by recent research and data.

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Over the past five years, FCC data shows the growth of high speed lines in Wisconsin was 25% less than the national average. The 2009 Pew Internet survey and the Digital Nation report released by NTIA find that 40% of households do not have access to broadband. However, factors identified in these studies as influencing lower adoption rates are present in all of our demonstration communities to a greater degree than the national average. The population that makes up the five pilot communities is older, less educated, has lower incomes, and includes a greater number of farms without broadband, when compared to the nation.

Based on these demographics, 50% of the households are estimated to be broadband subscribers. This rate is influenced by the available options for connectivity, but this situation cannot explain the problem in full. As stated in AT&T's plan for 100% broadband penetration by 2014, "Lack of education and training about the benefits of broadband keep some Americans away out of fear or indifference." AT&T's observation is supported by data in the Digital Nation survey.

Approach for measuring improvements in broadband subscribership and use: The mapping project undertaken by Wisconsin (assisted with stimulus funding) will provide baseline data that UWEX will be monitoring. We estimate that 15% of unsubscribed households will be converted to broadband adoption in each of the two years. Thus, we anticipate converting 23,500 households to broadband subscribers, which would yield a 64% subscription rate. UWEX will request the participation of private providers in reporting the percentage increase in subscribership throughout the BCCB project for quarterly reports to NTIA. UWEX will concurrently gather, validate and analyze both quantitative and qualitative statistics and observations to enable an objective evaluation that tracks and measures the overall project benefits. The resources that we develop will later be shared with other communities, assuring project sustainability as this venture continues to advance broadband utilization within the state and beyond.

Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	30335
How many hours of training do you expect to provide per person on average for each participant in your training program(s), through completion of training for that individual?	6
How many Full time employee (FTEs) instructors or facilitators will you employ for	6

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

broadband and digital literacy training purposes?	

Describe their qualifications (training and experience):

University of Wisconsin-Extension and the five demonstration communities participating in the BCCB project will employ instructors and facilitators to implement the training programs described in this application. The connection between effective broadband training and project outcomes will be measured in terms of increased subscribership, as described in "Measuring Adoption Impact." The qualifications of instructors, combined with their experience are clearly linked to the activities and objectives of BCCB. See also "BCCB Organizational Chart" and Planned Educational Programs Diagram" in "Supplemental Information."
University of Wisconsin-Extension:
Communications and Web Manager: Design and manage planned BCCB website and marketing materials. Collaborate with demonstration communities and UWEX marketing team to develop and guide local outreach and marketing efforts, culminating in a statewide media campaign. (1 FTE)
Community and Economic Development Manager: Deliver the "Maximizing Broadband Utilization" web series to the five demonstration communities; coordinate the development of the Virtual Inventors and Entrepreneurs Think-tank's; develop the Community Broadband Assessment tool; and identify strategies for maximizing the economic benefits of broadband. (1 FTE)
Chippewa Valley:
Broadband Coordinator/Instructor: Manage day-to-day local project operations. Facilitate site-based and distance learning educational offerings. Instruct the community on the benefits of broadband subscribership. (1 FTE)
Menominee Nation:
Broadband Coordinator/Instructor: Manage day-to-day local project operations. Facilitate site-based and distance learning educational offerings. Instruct the community on the benefits of broadband subscribership. Significant experience in training new computer users, strong interpersonal skills and familiarity with Menominee Nation and language. (1 FTE)
Platteville:
Broadband Coordinator/Instructor: Manage day-to-day local project operations. Facilitate site-based and distance learning educational offerings. Instruct the community on the benefits of broadband subscribership. (.5 FTE)
Superior:

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Teacher/Community Trainer: Collaborate with University of Wisconsin-Superior to instruct teachers, students, parents and community members on benefits of broadband technology. Demonstrated experience with online tools and instruction. Current Wisconsin teacher certification. (1 FTE)

Website Technical Coordinator: Develop, test, refine and maintain a project interactive website for use by parents of school district students. Demonstrated skills with interactive tools for website development. Current Wisconsin teacher certification. (1 FTE)

Wausau:

Broadband Coordinator/Instructor: Manage day-to-day local project operations. Facilitate site-based and distance learning educational offerings. Instruct the community on the benefits of broadband subscribership. (.5 FTE)

Equipment Affordability Programs		
What is the total up-front cost of this equipment?	$81,816.00	
If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?	0	Households
	0	Businesses
	37	Institutions
If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?	$0.00	
How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall?	88	

Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	317666

Awareness Campaign Methods: Briefly describe the targeting, media, and messaging strategies your awareness campaign will employ.

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID:** 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

The Building Community Capacity through Broadband team has crafted a community-based and statewide awareness campaign aimed at sustainable adoption of broadband subscribership. The first campaign will reach deeply into each of the demonstration communities, to drive home the key message points. The second statewide campaign will blanket all five demonstration communities with a coordinated promotional messaging strategy. The two-tier campaign is depicted on a diagram titled, "BCCB Awareness Campaign" included in "Supplemental Information."

Community-specific awareness campaign: In the first year, UW-Extension's marketing team will partner with community organizations knowledgeable about their constituents to create outreach strategies. These customized campaigns will reach culturally-sensitive populations including the Menominee Nation and Hmong residents of central Wisconsin. The budgeted communications specialist and webmaster will develop a manual for nationwide distribution that delineates the steps essential for creating a Community Area Network and operating its facilities in a sustainable, cost-effective and efficient manner.

Statewide awareness campaign: Three divisions of UW-Extension have committed their resources to the BCCB awareness campaign. Like the initial community-specific campaign, this statewide campaign will aggressively tackle demographic factors that have historically impeded broadband adoption, including education, income, ethnicity and age.

Wisconsin Public Television: Will produce ten video segments during the first year for presentation as training tools in classes, for streaming on the BCCB website, and for distribution via DVD. These vignettes will focus on best practices in broadband applications ranging from telemedicine to e-commerce.

Wisconsin Public Radio: Will air call-in programs on the topic of broadband in general and the BCCB project in particular. WPR's news and public affairs staff will broadcast news stories and features exploring the benefits of high-capacity connectivity. Broadcasts will include underwriting announcements within and adjacent to its prestigious local and NPR programs, describing BCCB and directing listeners to the project website.

Instructional Communications Systems: This division of UW-Extension provides interactive technology services and employs a specialist in creative marketing strategies whose talents will enrich the public education and awareness campaigns developed to advance the BCCB project.

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Chosen methods appropriate to target audiences: The media and methods described above are well-suited to their respective target audiences because they are developed with essential input from community groups who are adept at creating culturally sensitive communication strategies.

Existing broadband awareness/adoption programs: No current broadband awareness/adoption programs have been identified which are attempting to reach target audiences.

Measuring Campaign Impact: Describe how you will measure the impact of the awareness campaign.

The Building Community Capacity through Broadband awareness campaign will maximize use of and subscribership to broadband services. Expansion of broadband adoption and participation by each demographic group described in section 11 will be measured in terms of increased involvement by that population. New partnerships enlisted by the Community Area Networks will serve as an indicator of sustainability for broadband adoption.

Methods to measure impact of program activities: An evaluation specialist on the project staff will validate and analyze statistics to provide an objective assessment of BCCB's success in promoting sustainable broadband subscribership. See "BCCB Logic Model" in "Supplemental Information." The project evaluation will employ the following quantitative and qualitative strategies:

Project website: Web metrics will log the number of Internet users visiting the BCCB site and partner websites featuring BCCB news. The click-through rate of page views and the length of time on site will document depth of interest. Comments and questions submitted to the web-site will be tallied and analyzed. The blog section of our BCCB site will be monitored to determine aspects of the project which generate popular enthusiasm.

Newspapers: Each of the five pilot communities is served by a daily newspaper. Project evaluators will log column-inches of news releases published to describe BCCB, as well as locally-generated stories, photos and columnists' remarks. Using the newspapers' advertising rate cards and circulation statistics, a value can be determined for space. All five newspapers maintain websites where the number of hits on a BCCB story can be tallied.

Radio and television: Each of the five pilot communities is served by several radio and television stations. Minutes of air time devoted to news stories and features spotlighting BCCB,

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

interviews and public service announcements, will be logged to measure campaign impact. Using the stations' advertising rate cards and audience statistics, a value can be determined for air time.

Social media: The project will establish a presence on Twitter and FaceBook. Quantitative yardsticks include visits to BCCB, number of tweets about the project, etc. Qualitatively, dialog is an acceptable metric when the number of users in electronic conversation about BCCB is determined.

Inquiries: Follow-up queries and project feedback will be tracked through all channels of contact, including telephone, e-mail, snail mail, web inquiries, and tweets.

Baseline Subscribership Data: The October 2009 Marathon County Broadband Gap Analysis Survey by independent consultants documents that more than 42% of the county's residents do not have broadband. We interpret these results as representative of all five CANs. This finding substantiates our estimate of approximately 50% subscribership levels for all five communities.

J. Project Readiness

Licenses and Regulatory Approvals

The Chippewa Valley Community Area Network, one of five participating communities, will include in its broadband implementation strategy the use of four 6-mHz channels among the Educational Broadcasting Service frequencies licensed to the Wisconsin Educational Communications Board, another project partner. These frequencies are currently under "approved" FCC license, File #3719010, call sign WHR648, license expiration date April 22, 2019. Coordinates defining the geographic service area for these frequencies: 44-53-03.9 north, 091-35-04.6 west.

Local units of government, such as city and county offices, would issue any permits and determine any regulatory approvals required to complete the Building Community Capacity through Broadband project. Representatives of these local units of government participate on the Community Area Network and BCCB project committees, assuring coordination required to implement project activities through the permitting process.

Organizational Readiness

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID:** 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

University of Wisconsin-Extension, in collaboration with partnering entities in the five demonstration communities, is prepared to implement, operate and sustain the proposed Building Community Capacity through Broadband project.

UWEX has carried out its outreach education mission with distinction and excellence, working with local agencies to extend the resources and knowledge of the University. Today UWEX fields the nation's most extensive network of community educators and campus-based specialists focused on community and economic development.

The project strategy recognizes that communities need engineering expertise, e-commerce training, and a sustainable blueprint for broadband collaboration. UWEX, through collaboration with five other higher education institutions, brings to the BCCB project all of these requirements through its staff resources. In this way, the University of Wisconsin continues its historic mission by providing outreach on technical communications like broadband to the state's residents and increasingly to vulnerable populations.

Successful execution of similar projects: UWEX is a veteran at managing grant projects of similar scope and budget. UWEX partners with the U.S. Department of Agriculture to fund and administer the state's highly-effective Federal cooperative extension program. This program represents $8.8 million of the $20 million in Federal funds UWEX was awarded during its most recent fiscal year. During each of the past five years, UWEX consistently has received $6 million in Federal funding.

UWEX is one of two state agencies partnering to operate Wisconsin Public Radio and Wisconsin Public Television – both long-established broadcasting networks that are funded in part with Federal grants through the Corporation for Public Broadcasting, the U.S. Department of Commerce, and the U.S. Department of Education.

Key partners aligned with project implementation and sustainability: To assure a grassroots approach to building sustainable broadband adoption that aligns with the target audience, UWEX has identified anchor institutions and key partners in each of the five demonstration communities to collaborate in designing broadband solutions that best fit local needs. Collectively, the five communities comprise a demonstration testbed where proof of concept can be documented for a replicable, scalable and sustainable model that NTIA may exhibit nationwide as a successful BTOP prototype.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

Most experienced among these local partners is the Chippewa Valley Internetworking Consortium (CINC), the Community Area Network established ten years ago in the Chippewa Valley region. During the past decade, CINC has compiled a highly-respected track record and developed a replicable working model. CINC representatives will join UWEX staff to share with less-experienced communities valuable "lessons learned," procedures and documents garnered from their everyday network operating responsibilities.

Project Timeline and Challenges

The project will be completed within two years and is divided into five areas of work (See "timeline" in "supplemental information"):
Project Oversight/Reporting/Start-Up Activities
Interactive Tools and Templates Work
Replicable Models and Roadmaps Work
Strengthening CANS/ Grassroots Engagement
Local Educational Outreach and Marketing
First year, First Quarter, accomplishments: broadband subscribership survey completed, staff hired and BCCB team brought together, equipment purchases made, inventors and entrepreneurs think tanks in the planning process and video case studies R&D. Tools, templates and resources taking place, local partnership meetings taking place.
Second Quarter accomplishments: BCCB Website up with demonstration communities utilizing it, I and E Think Tanks rolled out, R and D for video case studies completed, local advisory boards meeting and learning communities and mentoring network established.
Third Quarter accomplishments: Demonstration Communities utilizing website and communicating to optimize learning, local partnership meetings begin planning with collaborating organizations, I and E Think Tanks expanding efforts and video case studies production taking place.
Fourth Quarter accomplishments: video case studies production completed, tools, templates and resources completed for outreach effort, development of a broadband readiness preparedness index begun.
Second year, First Quarter, accomplishments: media coaching by UWEX Marketing Team, relationship building with local media and communities using video for educational outreach. "How-to Manual" development process will begin.

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Maria Alvarez Stroud

Second Quarter accomplishments: continued engagement by local partnerships and collaborations that have successfully drawn multiple media attention to broadband, working with WPT and WPR to prepare for statewide media campaign.

Third Quarter accomplishments: statewide media campaign to the general populace utilizing lessons learned from the communities, replication of first year broadband subscribership survey.

Fourth Quarter accomplishments: bringing together demonstration communities virtually to prepare for an in-person summit planned collectively, constructing lessons learned, resources and materials for replication by other communities.

Challenges

Three barriers can be identified to delay implementation:

Hiring individuals who reflect the populations to be engaged and have skill sets to be successful. With a tight timeline, this may be a challenge. If this occurs, UWEX's extensive reach throughout the state will be used.

Video Completion: Two roadblocks could occur: difficulty finding compelling case studies for vignettes and/or increased production time to create the best product. For the first roadblock the extensive reach of UWEX will be utilized for recruitment in the state and nationally. For the second roadblock additional resources may be dedicated, resulting in an increased in-kind contribution.

SPIN Number

Not applicable

K. Environmental Questionnaire

Does the proposed action involve the procurement of materials? If so, will the materials be installed, stored or operated in an existing building or structure? If yes, please click "Add" to include the list of equipment and peripherals to be procured.

Yes

 The project will purchase 78 laptops and 10 personal computers. All materials will be installed and operated in existing buildings and structures.

Does the proposed action involve procurement of electronic equipment? If yes, will the equipment be disposed of in an environmentally sound manner at the end of its useful life?

Yes

Submitted Date: 3/12/2010 6:50:41 PM	**Easygrants ID: 5709**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Does the proposed action involve construction, remodeling, or renovation? If so, will these activities be limited to only minor interior renovations to a structure, facility, or installation? If yes, click "Add" to include a description of the proposed renovations with your project summary.

Yes

These activities will be limited to only minor interior renovations.

Does the proposed action involve the production and/or distribution of informational materials, brochures, or newsletter?

Yes

Does the proposed action involve training, teaching, or meeting facilitation at an existing facility or structure? If yes, click "Add" to explain.

Yes

Yes, training, teaching, and meeting facilitation will take place in existing facilities and structures.

Does the proposed action involve ground or surface disturbance to accommodate new fiber optic cable? If yes, please click "Add" to include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required.

No

NA

Does the proposed action involve an upgrade of broadband service to an existing facility or structure? If yes, please include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required?

No

 NA

Submitted Date: 3/12/2010 6:50:41 PM	Easygrants ID: 5709
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Maria Alvarez Stroud

Uploads

The following pages contain the following uploads provided by the applicant:

Upload Name	File Name	Uploaded By	Uploaded Date
Management Team Resumes and Organization Chart	BCCB Organizational_chart_and_resumes.pdf	Stroud, Maria	03/12/2010
Historical Financial Statements	Historical_financials_2008_2009.pdf	Stroud, Maria	03/12/2010
Community Anchor Institutions Detail	Community Anchor Institutions Detail.xlsx	Stroud, Maria	03/12/2010
BTOP Certifications	SBA BTOP Certifications Attachment.pdf	Stroud, Maria	03/12/2010
Detailed Budget	SBA Detailed Budget Attachment_FINAL.xls	Stroud, Maria	03/12/2010
SF424 A Budget	SBA SF424A Form.pdf	Stroud, Maria	03/12/2010
SF424 B Assurances - Non-Construction	SF 424B Form.pdf	Stroud, Maria	03/12/2010
Supplemental Information	Bit360, Christine Quinn.pdf	Stroud, Maria	03/12/2010

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	supplemental information.pdf	Stroud, Maria	03/11/2010
Supplemental Information	BCCB Resume Listing.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume1- Christine Quinn.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume2- David Lois.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume3- Maria Alvarez-Stroud.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume4- Andrew Lewis.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume5- Andrew Richards.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume6- Ronald Kraemer.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume7- Gene Purcell.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume9- Edward Meachen.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Resume10- Kim Kindschi.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume11- Richard Klemme.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume12- Malcolm Brett.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume13- John Pederson.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume14- Chad Waukechon.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume15- Mary Kluz.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume16- Ross Wilson.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume17- April Fuhr.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Resume18- Samuel Jones.pdf	Stroud, Maria	03/11/2010
Supplemental Information	TOC Key Partners-Letters of Commitment.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Statewide partner1- UW System, Kevin Reilly.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide partner2- UWEX, David Wilson.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide partner3- WiscNet, David Lois.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide partner4- UWEX, Richard Klemme.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide partner5- UWEX, Malcolm Brett.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide partner6- ECB, Gene Purcell.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa partner1- CESA 10, Ross Wilson.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa partner2- Free Clinic, Brent Hafele.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa partner3- Indianhead Library, John Thompson.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa partner4- St. Joseph-Sacred Heart, Ronstrom-Fish.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		Applicant Organization: UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		Applicant Name: Maria Alvarez Stroud	

Supplemental Information	Chippewa partner5- WITC, John Will.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support6 Clark County Clerk, Christina Jensen.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Superior partner1- School District, Janna Stevens.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Menominee partner1- College of Menominee Nation, Ronald Jurgens.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Wausau partner1- UW Marathon, Sandra Smith.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Wausau partner2- Marathon Public Library, Phyllis Christensen.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Wausau partner3- UWEX, Mary Kluz.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Wausau partner4- Neighbors Place, Tom Rau.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Platteville partner1- Public Library, Rose Frost.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Platteville partner2- Library Foundation, Regina Pauly.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Platteville partner3-PBII, Edward White.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Platteville partner4- PAIDC, George Krueger.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Platteville partner5- School District, Dean Isaacson.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Platteville partner6- Senior Center, Connie Steinhoff.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Platteville partner7- UWP, Marian Maciej-Hiner.pdf	Stroud, Maria	03/11/2010
Supplemental Information	TOC Key Collaborators-Letters of Support.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support1- Governor, Jim Doyle.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support2- US Senate, Herb Kohl.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support3- Senator Feingold.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support4- WEDA, Patrick Drinan.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		**Easygrants ID: 5709**	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Statewide support5- WMC, James Haney.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support6- AFL-CIO, David Newby.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support7- WCA, Mark O'Connell.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support8- Local Gov Institute, Gary Becker.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support9- UWEX, Keith Summers.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support10- WI Dept of Workforce Dev, Dennis Winters.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support11- DoIT UWEX, Ron Kraemer.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support12- WI Dept of Agriculture, Rod Nilsestuen.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Statewide support13- WI Legislature, Holperin-Mursau.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support1- CCEDC, Tim Swiggum.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Chippewa support2- River Country RC&D, Richard Purdy.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support3- Eau Claire Fire and Rescue, Ed Kassing.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support4- Eau Claire Board of Supervisors, Gregg Moore.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support5- Housing Authority, Keith Johnathan.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support6 Clark County Clerk, Christina Jensen.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support7- Abbotsford Chamber, Jennifer Lopez.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support8- City of Eau Claire, Mike Huggins.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support9- RWHC, Tim Size.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support10- Luther Midelfort, Todd Munden.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support11- Chippewa Valley Hospital, Douglas Peterson.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Chippewa support12- Spooner Health, Michael Schafer.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support13- Baldwin Medical, Alison Page.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support14- Hudson Hospital, Marian Furlong.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support15- Memorial Medical Center, Scott Polenz.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support16- Our Lady of Victory, Cindy Eichman.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support17- Amery Regional Medical, Michael Karuschak.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support18- Dove Healthcare, Jim Deignan.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support19- UW Health, Jerry Barton.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support20- Unified School District, Scott Kowalski.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support21- Hmong Mutual Assistance, SiaCha Lor.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		Easygrants ID: 5709	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Chippewa support22- Chippewa Valley Museum, Susan McLeod.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support22- Eau Claire Area School, Robert Scidmore.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support23- Boys & Girls Club, Craig Olsen.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support25- Rice Lake School, Thomas Lange.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support26- Mondovi School, Cheryl Gullicksrud.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support27- Spooner School, Donald Haack.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support28- Altoona school, Kathy Dahl.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support29- Fall Creek School, Chuck Kukura.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support30- Abbotsford School. Reed Welsh.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Chippewa support32- UW Eau Claire, Chip Eckardt.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		**Easygrants ID: 5709**	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Chippewa support33- UW-Stout, Charles Sorensen.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Superior support1- City of Superior Mayor, Dave Ross.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Superior support2- Douglas County, Steven Koszarek.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Superior support3- UW Superior, Julius Erlenbach.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Superior support4- UWEX, Fariba Pendleton.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Menominee support1- Indian Tribe of WI, Laurie Boivin.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Menominee support2- UWEX, Karen Vermilion.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Wausau support1- Northcentral College, Lori Weyers.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Wausau support2- Hmong Mutual Association, Peter Yang.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Wausau support3- WDB, Sally Cutler.pdf	Stroud, Maria	03/11/2010

Submitted Date: 3/12/2010 6:50:41 PM		**Easygrants ID: 5709**	
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** UNIVERSITY OF WISCONSIN SYSTEM	
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Maria Alvarez Stroud	

Supplemental Information	Wausau support4- WI Legislature, Russ Decker.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Platteville support1- St. Mary School, Jean Lange.pdf	Stroud, Maria	03/11/2010
Supplemental Information	Platteville support2- State Senator, Dale Schultz.pdf	Stroud, Maria	03/11/2010