

# Sustainable Broadband Adoption





# Overview of this Session

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



# Why Increase Broadband Adoption?

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



# Why People Are Offline

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



# BTOP Statutory Purposes

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



# Eligibility Factors

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

# Executive Summary



- A concise overview of your project
- Prepare this last!
- Do not include information not provided elsewhere in the application





# Project Purpose – 30%

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





# Recovery Act Collaboration

- Examples of Recovery Act programs are found in the program Guidelines
- For more information, go to [www.recovery.gov](http://www.recovery.gov), and click on the links under “State, Local, Tribal and Territorial Information”
- Has an interactive map of the U.S. where you can quickly find relevant information



# Enhanced services for health care delivery, education and children

- If your project includes aspects that involve any of these, describe how it will enhance services
- Example 1: You have identified a population with chronic health issues related to diet, and you will use nutrition information web sites in training programs for new broadband users to increase their awareness about healthy eating habits while they build computer skills
- Example 2: Your program teaches parents how to join online groups where they can discuss parenting issues and find advice from experts



## Small and disadvantaged business involvement

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



# Working with Community Anchor Institutions/Partnering

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



# Multi-purpose Projects

- Organizations that plan to apply in more than one BTOP category will need to complete an application for EACH project
- Use the Project Purpose section to explain how the different elements reinforce each other
- If partners are participating in more than one of your projects, you don't need to obtain separate letters for each application
- But their letters should reference all of the applications they are involved in



# Project Benefits – 25%

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



# Project Viability – 25%

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





# Project Budget & Sustainability – 20%

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



# What is Eligible?

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



# What is NOT eligible?

- “BTOP grant funds may not be used to fund purchases that are not used predominantly for the provision of broadband education, awareness, training, access, equipment and support.”
- Plus, under Recovery Act: swimming pools, golf courses, casinos, zoos, or aquariums
- Construction costs, unless you are applying for funding specifically for construction



# Clarity of Budget Presentation

- Your job is to make it easy for reviewers and NTIA staff to understand what you are asking the government to fund and what you are providing as matching costs.
- Provide as detailed a cost breakdown as necessary to understand your budget.
- Tie your budget narrative closely to your presentation of the budget.
- Explain the sources and nature of your matching funds (whether in cash or in kind) and how they will be spent, following the line items in the SF 424A/C.



# How Your Budget Will Be Evaluated

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



# Matching Funds

- Match can be in kind (i.e. contributed goods or services) or in cash
- Cash matches are scored more favorably
- Costs that would not be eligible for federal funding as part of the project are NOT eligible as matching funds
- Grantees must document all matching funds and report them as part of regular financial reporting



# Questions?

- We are happy to take questions, and answer them if we have the answers today
- If not, please BE SURE to write your question on one of the index cards in your packet, and pass it to a staff member
- We will post FAQ (with answers!) on [www.broadbandusa.gov](http://www.broadbandusa.gov) ASAP