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

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID: 6351**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Table of Contents

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	801866984
CCR # (CAGE)	4Z2S2
Legal Business Name	CONNECT ARKANSAS INC.
Point of Contact (POC)	SAM WALLS III 5013749247 Ext. cs3walls@arcapital.com
Alternate POC	LESLIE LANE 5013749247 Ext. llane@arcapital.com
Electronic Business POC	SAM WALLS III 5013749247 Ext. cs3walls@arcapital.com
Alternate Electronic Business POC	LESLIE LANE 5013749247 Ext. llane@arcapital.com

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	Mr.
First Name	C. Sam
Middle Name	
Last Name	Walls

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Suffix	
Telephone Number	501-374-9247
Fax Number	
Email	swalls@arcapital.com
Title	President

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

Project Role	Name	Phone	Email
Other Contact	Ms. Eileen , Denne	5013749247	edenne@connect-arkansas.org
Other Contact	Ms. Michelle , Stockman	4794448881	mstockman@connect-arkansas.org
Secondary Point of Contact	Mr. Leslie , Lane	5013749247	llane@arcaital.com

4. Other Required Identification Numbers	
Easygrants ID	6351
Funding Opportunity Number	500001
Catalog of Federal Domestic Assistance Number	**BTOP CFDA Number:** 11.557 **BTOP CFDA Title:** Broadband Technology Opportunities Program

5. Organization Classification	
Type of Organization	Non-profit Corporation
Is the organization a small business?	No
Does the organization meet the	No

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

definition of a socially and economically disadvantaged small business concern?	

6. Authorized Organizational Representative	
AOR	WALLS, SAM
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: Expanding Broadband Use in Arkansas Through Education

Project Description: Connect Arkansas (CA) proposes to implement this SBA project through a three tiered education plan aimed at addressing youth and adult technology education, healthcare education and entrepreneurship economic development. The program focuses on engaging students and parents in technology workshops, engaging students in entrepreneurship and expanding healthcare education in 57 distressed counties.

8. 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
4642	Expanding Broadband Use in Arkansas - Mobile Public Computer Centers

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

The Comprehensive Community Infrastructure opportunity (which service providers throughout Arkansas are applying for) will be reinforced through Connect Arkansas's current e-Community planning initiatives that were previously supported through the State Broadband Data and Delivery program grant received in the fall of 2009. In additional to supporting Arkansas's CCI applications, the e-Communities Initiative further supports the programs to be delivered through

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the Mobile Computer Labs as outlined in CA's Public Computer Center (PCC) Round 2 application. Likewise, the Mobile Computer Labs application support the delivery of the SBA Round 2 application as described within this application.

Since 2007, Connect Arkansas has collected data to locate broadband service, speeds, usage and adoption in communities. With this data, CA now understands the top two challenges for Arkansas to address are citizen technology and internet education along with access to broadband. These critical needs will address the broadband adoption required to strengthen Arkansas and its economy.

Connect Arkansas has submitted applications for PCC and SBA Round 2 as both compliment the other. The SBA application outlines a public education program that focuses on students, 5th-12th grade, using the internet to learn about entrepreneurship. The students, with their parents, will engage in technology training during this SBA program. Additionally, CA will partner with the University of Arkansas for Medical Sciences (UAMS) to deliver an education awareness program that will support the improved adoption of telehealth and broadband technology in the delivery of health care within Arkansas's 57 impoverished counties.

Meanwhile CA's Mobile Computers Labs will be utilized to deliver the training and public computer access needed for this three tiered educational program. The Mobile Computer Labs will allow CA to provide the space, workstations, software, hardware and broadband access necessary to implement the educational programs. Additionally, the Mobile Computer Labs will be capable of serving the needs of disabled or disadvantaged populations.

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

➤   No, Applicant is subject to these requirements

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
Sam Walls	President	Connect Arkansas

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Eileen Denne	Senior Vice President	Connect Arkansas
Michelle Stockman	Vice President	Connect Arkansas
Grace Morrissey	Compliance Manager	Connect Arkansas

B. Executive Summary, Project Purpose and Benefits

Essay Question

10.   **Executive Summary of the proposed project:**

On March 28, 2007, the Connect Arkansas (CA) initiative was signed into law to ensure the creation of a competitive broadband, or high-speed internet, infrastructure. Given the importance of broadband internet access to the overall economic development of Arkansas, state leaders took aggressive steps towards addressing broadband access and use through CA.

STATEMENT OF NEED. According to the 2008 State New Economy Index by the Information Technology and Innovation Foundation, Arkansas ranks 48th in the nation for healthcare, education and business. In regards to this study, 24% of these measurement metrics were tied to internet usage and access. In an independent study conducted by Connect Arkansas in 2008, only 49% of the population subscribed to broadband service, while another 29% had never used the internet.

Likewise, in the 2010 report released by the Social Science Research Council (SSRC), "Broadband Adoption in Low Income Communities," found that "broadband access is increasingly a requirement of socio-economic inclusion, not an outcome of it – and residents of low-income communities know this." SSRC also noted in this report; "Price is only one factor shaping the fragile equilibrium of home broadband adoption, and price pressures go beyond the obvious challenges of high monthly fees. Hardware costs, hidden fees, billing transparency, quality of service, and availability are major issues for low-income communities."

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
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While collecting assessment data within 15 Arkansas counties, CA has found that counties with a 15% or higher individual poverty rate were 70% more likely to not utilize the internet. While these counties faced numerous alarming economic trends, on average, high poverty counties have low broadband adoption rates, which confirm the data found in the SSRC report. There is low home computer ownership (51% compared to the 77% national average) and low demand for obtaining home technologies (72% noted they do not know how to use a computer or find it too difficult to use). A higher poverty rate has also shown 52% "never" use the internet when asked about the frequency of using broadband. Also, 64% of the population in these counties note the price they pay for high speed internet is "unreasonable."

CA discovered that homes with school age children were more likely to be engaged in technology and the internet. Homes with school age children had a 68% home computer ownership rate and utilized the computer (65%) for school projects and research. For those homes without a computer, 76% noted they were not able to afford a computer for their children. Meanwhile, 30% of these homes with internet access used the internet on a daily basis.

CA's partner, University of Arkansas Medical Sciences (UAMS), found an equally alarming set of statistics. Arkansas currently ranks 43rd of 50 states with regard to the population's overall health status. Arkansans face a healthcare system that lacks the resources needed to serve their health needs, especially in low wealth communities. Augmenting the problem, many rural medical providers, facing poor earnings and a lack of educational resources, have been forced to close their facilities, endangering the health of the residents of these failing communities and damaging the economic structure of rural hometowns.

OVERALL APPROACH. CA found that, focusing solely on development of broadband infrastructure (i.e. supply), without addressing the low usage of the internet (i.e. demand) will limit the ability for Arkansas to realize productivity gains. In order for broadband infrastructure to translate into productivity gains and job growth, it must first be used in all aspects of healthcare, education, business and economic development. CA's "Expanding Broadband Use in Arkansas" Sustainable Adoption and Mobile Public Computer Centers programs provide a statewide, strategic approach that provides exposure, education and opportunity for all Arkansans to utilize broadband internet to enhance their lives and improve productivity.

Meanwhile, the "Expanding Broadband Use in Arkansas through Education" (EBAE), starts by bringing technology training to 5th-12th grade students through a two tier training program.

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. C. Sam Walls

First, students and their parents may attend a series of basic technology training workshops. At the end of these workshops, qualified families will be given computers through CA's partnership with Computers for Kids. The students will then move on to an entrepreneurship program that will walk the students through the design, establishment, building and operating of their own online business that will end with students entering business plan competitions.

Secondly, CA's partner, UAMS, proposes to implement the Arkansas Center for Telehealth (ACT) program which will offer outreach and training to ensure improved adoption of telehealth and broadband technologies in the delivery of healthcare, research and community health education.

The overall program seeks to engage adults in broadband adoption through their children and the community within healthcare. The long term affects will include expanding broadband subscribership, improved access to quality healthcare and job creation through entrepreneurship.

AREAS TO BE SERVED. While both rural and urban locations within Arkansas show unserved and underserved broadband Census blocks, this program will serve 57 of the state's 75 counties. In particular, the 57 counties identified are counties with an average poverty rate of 15% or higher (17 counties have 20% or higher poverty rates). With a statewide population of 2.8 million, Arkansas sees one of the highest statewide poverty rates in the United States with 15-20% of the total population in poverty according to the U.S. Census "Small Area Income and Poverty Estimates." Arkansas also has 17 counties listed by the U.S. Census Bureau as "persistent poverty" areas.

East Arkansas consists of the Delta region that is considered one of the most disparate regions in the country. According to the Delta Regional Authority, the poverty rate in the Delta region is 55% higher than the national average. From healthcare, education and population statistics to workforce, broadband access/usage and living standards, the Delta region in Arkansas lacks in every measurement as compared to national statistics. Meanwhile, the South Arkansas region is starting to see similar difficulties as the Delta region. South Arkansas faces a poverty rate of 20% or higher, a 30% high school dropout rate, only a 10% college completion rate and a 10% out migration of 20-30 year old residents.

Likewise, Western and North Central Arkansas also see similar statistics with 15-20% poverty rates, 28% high school dropout rates, 10-15% college completion rates and a 6% out migration

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
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of 20-30 year olds. Arkansas acknowledges its need to increase broadband adoption and usage as a critical component to increasing opportunities in the new economy.

APPLICANT QUALIFICATIONS. In 2009, Connect Arkansas was designated as the lead broadband adoption, mapping and public computer center organization by the Office of the Governor. CA has been engaged in community strategic planning and mapping around broadband internet access since 2007, and the 501(c)(3) organization has been leading the statewide collaborative effort between private and public sectors for over two years.

JOBS. Immediately, this program will create 4 full-time salaried and contract positions to ensure the overall program delivery by three years. Our partner organizations project 14 jobs will be saved or created through this program as well. Meanwhile, a 2007 study sponsored by the Brookings Institute found that, for every one percentage point of increase in broadband penetration in a state, employment increases by 0.2-0.3% per year. CA estimates a 20% increase in broadband usage in Arkansas per year for the next three years. Based on the Brookings percentage, that will directly or indirectly create new jobs during this time.

OVERALL COST. Connect Arkansas is requesting $5,236,385 for the Expanding Broadband Use in Arkansas Through Engaging Youth Program through the Sustainable Broadband Adoption American Recovery and Reinvestment Act Broadband Technology Opportunities Program (BTOP). The requested funds will be used to develop the adult and youth technology training program, youth entrepreneurship program, ACT, market all the programs and obtain the equipment as well as web access utilized within the program.

Connect Arkansas has engaged in partnerships with MH Marketing, Computers for Kids, UAMS, Arkansas Economic Acceleration Foundation, the Delta Regional Authority, and six of the e-Communities to initiate this program. Likewise, Connect Arkansas is prepared to match the requested amount with 1,308,744 in both cash and in-kind funds that include public and private sources.

11.   Project purpose:

According to the 2008 State New Economy Index, Arkansas ranks 48th overall in its ability to compete in the new economy. The indicators include an online population where Arkansas ranks 47th, avowing "the number of people online is probably the most basic indicator of a state's progress toward a digital economy." Additionally, the Kauffman Index of Entrepreneurial

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Activity shows Arkansas with a four-year trend of declining entrepreneurship activity leading to declining job opportunities.

In regards to healthcare, 73 of 75 total counties contain medically underserved areas, 68 counties suffer shortages in mental health service, and widespread healthcare provider shortage areas blanket the state's population who live with a 15.6% poverty rate, the 8th highest in the nation. Any healthcare problem in Arkansas is considered significant, especially when it affects how and what services are offered to the state's residents.

Although broadband service is available to approximately 80% of the population in Arkansas, many are not subscribing to or using the internet. A survey of registered Arkansas voters, which indicated 49% of Arkansans have utilized broadband service, while 29% of the population has "never used the internet" and another 7% were unsure of what broadband internet access meant.

The 2008 State New Economy Index maintains, "states that rank lower (in the number of people online) are those that generally have lower incomes and less-educated residents, as both of these factors drive internet use nationally." Through earlier county assessments, Arkansas has shown alarming trends towards a lack of technology usage. Similar to the industrial revolution, the internet revolution is threatening to leave Arkansans further behind in economic development, wealth creation and (soon-to-be) basic living tools.

In regards to the SSRC Broadband Adoption report, "for low-income people of school and working age, access to the internet is not a choice; it is a necessity, shaped by a complex array of barriers to access." SSRC goes further by saying "what matters at any particular moment are the relationships between technical and social infrastructures, the practices they enable, and the needs they meet." Broadband access tracks socio-economic inequality and finds that homes with $25,000 or less in income, the opportunity to connect to the internet does not exist.

SOLUTION: EBAE will increase the number of broadband users throughout the state. This program has the greatest potential and impact on reaching Arkansans throughout the state to deliver access and training programs that will directly impact and increase the overall take rate of broadband users in the state. This program will reach out to families located with targeted counties with a 15% or more poverty rate. Connect Arkansas will utilize the assistance of their e-Communities and Mobile Computer Labs.

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
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Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

To start, parents and students will be asked to attend a short series of basic computer and internet skills building workshops. Upon completion of that program, families will qualify to obtain home computers. Meanwhile, students will be enrolled in a comprehensive entrepreneurship training program that will cover the innovation, development, establishment and operations of online businesses. Students will learn with experiential learning practices that will incorporate technology tools through each step of the business course. Students will also have the opportunity to learn from subject matter experts with web conferences and online tools.

UAMS will utilize the Arkansas Center for Telehealth program to resolve some of Arkansas's healthcare problems utilizing three action plans that intend to provide hands-on training and outreach focused on broadband enabled health technologies for health care facilities, implement a healthcare awareness campaign and website aimed at citizen health management and by implementing an overall public awareness internet health campaign.

Students will operate their own online business as well as qualify for business plan competitions offered through the Arkansas Economic Acceleration Foundation. This encourages the youth to stay within the state, create their own economic opportunities as well as develop a greater web presence that will bring greater value for additional adoption rates of older citizens. Likewise, UAMS's program, ACT, will combat problems in this state's healthcare system by engaging healthcare professionals and citizens through the internet.

REPLICATION: CA will pilot the program to 15 counties within the first year. Feedback from participants and partners within the first program year will allow for revision and further implementation in an additional 20 counties. By the third year, CA intends to implement the program in 45 identified counties. After the third year, this program will be fully replicable both in curriculum and training workshops to any rural or urban school. Connect Arkansas will make both the curriculums and workshop programs available to interested communities, schools or regions.

BTOP STATUTORY PURPOSES: Connect Arkansas will utilize the EBAE program for Arkansas's highest poverty counties within the state with special preference to the unserved and underserved locations. Connect Arkansas will deliver this program through the use of their Mobile Computer Labs that will be capable of delivering the technology and broadband access within the targeted areas.

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. C. Sam Walls

Connect Arkansas will rely on a system of statewide partners and community volunteers to identify and assist in the delivery of the EBAE program. From engaging knowledge experts via web conferencing to assisting with web site development, the assistance of others will bring diversity and enrich the program for the students as well as community.

12.   Recovery Act and Other Governmental Collaboration:

Leveraging the partnerships and available resources in Arkansas is critical to the successful implementation of the "Expanding Broadband Use in Arkansas through Education" program. While Connect Arkansas has engaged in leveraging state and county resources since its inception in 2007, the statewide scope of this program equally requires collaboration to leverage and maximize the resources to complete the three-year implementation timeline. To date, CA has been able to leverage over 30% of the total project budget among the key partners for Sustainable Broadband Adoption. These percentages exclude the amounts for cash match.

Connect Arkansas will utilize the following partners and programs to leverage the success of the Expanding Broadband Use in Arkansas through Education program:

-MH Marketing, EMBAR Youth Entrepreneurship Academy
-Little Rock School District, Computers for Kids Program
-University of Arkansas for Medical Sciences, Arkansas Center for Telehealth
-University of Arkansas at Monticello, Broadband Technologies Training Program
-AR Department of Workforce Services: Work Force Investment Act Adult Program
-Arkansas Association of Two Year Colleges: Statewide, Online Entrepreneurship Associates Program
-Information Network of Arkansas: Development of e-Government Portal
-South Arkansas University Tech: Supporting High School Development
-Connect Arkansas: E-Communities Initiative
-iDelta: Information Technology in the Delta

Through the resources and partners involved in this collaborative project, Connect Arkansas values the increased resources and capacity for greater project efficiencies through volunteer leaders and trainers, increased fiscal resources for program delivery and minimizing the total project costs. In fully utilizing private, public and in-kind resources, Connect Arkansas will be enabled to deploy the programs and training opportunities to the populations that need broadband exposure the most on a time frame that will quickly generate broadband demand and usage.

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

13.   Technology Strategy:

Connect Arkansas will work with our identified partners to develop and deliver this program in conjunction with Connect Arkansas' Mobile Computer Labs. Starting with operations, CA has the staff and expertise to develop this comprehensive three-tiered training program. CA will utilize its staff to design and develop the technology training workshops as well as the entrepreneurship course curriculum. CA will also work with MH Marketing to further develop and deliver the entrepreneurship curriculum, as well as UAMS for healthcare education, project ACT, rollout.

Upon the development of the training programs, CA will work with Computers for Kids to define the free computer program that will coincide with the technology training workshops. The Computers for Kids program, based out of the Little Rock School System, refurbishes used computers to return back to low-wealth homes. The Computers for Kids (CfK) program utilizes students from the vocational training program to learn how to refurbish computers. These students gain hands on experience in recycling and rebuilding computers. Connect Arkansas with CfK will be able to take the surplus of refurbished computers and put them into the hands of families unable to afford computers on their own. Getting computers into homes is the first step into expanding broadband adoption.

Once the schools are identified and the students are selected for the technology entrepreneurship program, Connect Arkansas will utilize its Mobile Computer Labs to deliver the technology training workshops and entrepreneurship program in partnership with the identified schools. The Mobile Computer Labs will be fitted with laptop workstations that include the necessary software, such as Microsoft Office and web development software, that will allow the students access to the proper equipment for the successful completion in the program. Likewise, the entrepreneurship education program will deliver training to 5th – 12th grade students on how to start and run a technology-related company. Here students will gain hands-on experience in innovation, business plan writing, online business manners, website development as well as how to run a business online.

The Arkansas Center for Telehealth will fulfill its mission to offer Arkansas telehealth technical assistance to promote and support broadband integration in healthcare settings. Technical assistance will be provided to individuals, organizations and groups who seek clinical and educational support for their broadband-infused health efforts. With experience in replicating

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

current telehealth efforts, UAMS thrives in building and replicating innovative technology strategies. The ACT program will function on a developed technical and sustainable plan, consisting of education program development, program implementation, website functionality and comprehensive awareness efforts.

14.   Innovative Approach:

CA's EBAE program, takes an innovative approach to reaching high poverty counties that are typically low technology or internet adopters who also see the highest geographical unserved and underserved regions. CA is proposing a program that will not only increase the overall broadband adoption rate, it seeks to foster entrepreneurship that will lead to job creation and further the economic development of mostly disparate counties. Also, CA seeks to address low wealth health care access issues.

To date, CA has engaged in developing a strategy of working with each of Arkansas's 75 counties to develop e-Communities. The e-Communities engage in data collection, county assessments of technology and broadband use as well as strategic planning to identify ways to increase the broadband adoption rates. Connect Arkansas has also engaged with several local, regional and statewide partners to develop a variety of training programs targeted towards a diverse range of stakeholders.

Through this work with the e-Communities, Connect has learned four valuable lessons.
1.)CA has learned that it will need to reach out to a younger audience whose futures will rely on internet usage in order to ensure an economically viable future for the state;
2.)In reaching out to K-12 students, CA will also be able to reach the parents of those students who are more likely to welcome technology and broadband use into their homes;
3.)The future of Arkansas's economic development will also rely on developing and fostering an environment supportive of entrepreneurship; and
4.)Broadband access and use is key to addressing rural health barriers.

From its lessons learned, CA has developed a comprehensive program that will not only engage students in low wealth communities, but parents, school teachers and school administrators will also benefit from the increased use of technology and broadband at home and at school. Within the healthcare sector, nurses, doctors, administrators and citizens at large will benefit from the possibilities broadband can bring to healthcare services and prevention. Likewise, this program will create more internet sites located within each community, which will give additional

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Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

residents web resources to utilize. Together, the direct and indirect benefactors from this program will result in increased lifetime broadband subscribers as well as engaging in entrepreneurship economic development.

Additionally, by implementing a communications plan for the program, the resulting publicity will gain greater regional support, understanding and opportunities. CA believes this program will garner greater interest within the entire state since pairing technology development with economic development and healthcare has not been done before. Additionally, the goals of this project fit the goals of the Governor's objective to raise the medium income of the state to the national average.

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

➢   No

16.   Is the applicant deliquent on any federal debt?

➢   No

If Yes, justification for deliquency:

➢   .

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

➢   No

C. Partners

18.   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: Contractor
Name: Hampton, Matt
Email: mhampton@mhmarketing.com

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Address 1: 300 Spring Street, Suite 604
Address 2:
Address 3:
City: Little Rock
State: Arkansas
Zip Code: 72201
Organization: MH Marketing
Organization Type: For-profit Entity
Small business: Yes
Socially and economically disadvantaged small business concern: Yes

Project Role: Sub-recipient
Name: Alstadt, Suzanne
Email: oraawards@uams.edu
Address 1: 4301 W. Markham Street
Address 2:
Address 3:
City: Little Rock
State: Arkansas
Zip Code: 72205
Organization: University of Arkansas Medical Sciences
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Becker, Sandy
Email: sandy.becker@lrsd.org
Address 1: 810 W. Markham Street
Address 2:
Address 3:
City: Little Rock
State: Arkansas
Zip Code: 72201
Organization: Little Rock School District - Computers for Kids
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Hoyle, Bobby
Email: hoyle@uamont.edu

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Address 1: P.O. Box 3526
Address 2:
Address 3:
City: Monticello
State: Arkansas
Zip Code: 71656
Organization: University of Arkansas at Monticello
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Daniels, Kerri
Email: kdaniels@arcapital.com
Address 1: 200 S. Commerce St., Suite 400
Address 2:
Address 3:
City: Little Rock
State: Arkansas
Zip Code: 72201
Organization: Arkansas Economic Acceleration 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: Weisner, Jay
Email: jweisner@arcapital.com
Address 1: 200 S. Commerce St., Suite 400
Address 2:
Address 3:
City: Little Rock
State: Arkansas
Zip Code: 72201
Organization: Arkansas Capital Corporation
Organization Type: For-profit Entity
Small business: Yes
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19.   **Description of the involvement of the partners listed above in the project.**

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

-MH Marketing

Mr. Matt Hampton, 300 Spring Street, Suite 604, Little Rock, AR 72201. (501) 374-3233. mhampton@mhmarketing.com.

MH Marketing is a marketing and communications firm that is dedicated to developing the Arkansas Workforce. The firm is also involved in developing a new system for entrepreneurship education and development at Mid-South Community College. MH Marketing has developed numerous communications and training projects.

MH Marketing will co-develop and co-implement technology entrepreneurship program for 5th-12th grade students. Through MH Marketing's current Youth Entrepreneurship Academy that was designed for the Little Rock Workforce Services Youth Summer Engagement program, MH Marketing will work with Connect to expand the program and incorporate the learning objectives with technology learning objectives as well. MH Marketing will be able to provide $36,000 in in-kind support for this program. Meanwhile, Connect Arkansas will contract MH Marketing to implement this training program.

-University of Arkansas for Medical Sciences

Ms. Suzanne Alstadt, 4301 W. Markham St., Little Rock AR, 72205. (501) 686-8359. oraawards@uams.edu

UAMS is Arkansas' academic medical center, and the organization that has conceptualized the Arkansas Center for Telehealth, is the only agency in Arkansas currently providing telehealth training and broadband assisted health education. For 18 years, UAMS has built telehealth efforts throughout Arkansas, managing 60 current distance education and clinical telemedicine locations distributed throughout rural, medically underserved regions of the state.

UAMS will develop and implement its part ACT program that includes hands-on telehealth training to low-wealth counties medical facilities and healthcare provides, develop a health awareness website for citizens and implement a comprehensive health internet awareness campaign. UAMS will provide $300,000 in matching support.

-Little Rock School District

Mr. Sandy Becker, 810 W. Markham Street, Little Rock, AR 72201. (501) 447-1115. Sandy.becker@lrsd.org.

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

The Computers for Kids Program is a program started within the Little Rock School System. The program takes used computers, refurbishes them, then either sells the units to families for a $40 recovery fee or places them in after school facilities that work with the school district to provide tutoring and computer resources for students. In an average year, over 1,000 computers are refurbished by vocational tech students.

The Computers for Kids program is seeking to expand its current program to become a refurbishing center that actively seeks private computer donations destined for in-house computer recycling programs. In using Microsoft's "Community Microsoft Authorized Refurbisher Program" CfK will be able to obtain corporate computers, refurbish and rebuild the systems. The refurbished computers will be able to be used in the Expanding Broadband Use in Arkansas through Education program. Upon the completion of parent and student technology workshops, qualified families will receive a computer from this program. CfK will provide $20,000 in in-kind support to this program.

-University of Arkansas at Monticello, Broadband Technologies Training Program
Mr. Bobby Hoyle, P.O. Box 3526, Monticello, AR 71656. (870) 460-1136. hoyle@uamont.edu

As a comprehensive system of postsecondary education institutions in southeast Arkansas, the University of Arkansas at Monticello's primary goal is to serve the needs of its students through teaching, research and public service. UA Monticello is a member university of the University of Arkansas system.

The University of Arkansas at Monticello is an additional partner to Connect Arkansas through this proposed program. UA Monticello proposes to co-develop a series of technology workshops that will be delivered by Connect Arkansas's Mobile Computer Lab staff across the state. This series of workshops are required for the parents and children seeking a free computer from the Computers for Kids program. UA Monticello intends to provide up to $23,000 in cash and in-kind matching support.

-Arkansas Economic Acceleration Foundation
Ms. Kerri Daniels, Executive Director. 200 S. Commerce Street, Little Rock, AR 72201. (501) 374-9247, kdaniels@arcapital.com

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. C. Sam Walls

The Arkansas Economic Acceleration Foundation (AEAF) was established in 2001 to address the need for entrepreneurship economic development. AEAF implemented its first program, the Donald W. Reynolds Governor's Cup Competition, in 2001 in an effort to engage Arkansas's college students in a comprehensive business plan competition. Since 2001, AEAF has expanded the Governor's cup to include all students enrolled in a college or university within the state of Arkansas, where the top winners then compete in a multi-state competition in Las Vegas. In addition to the Governor's Cup, the AEAF has developed and implemented a middle school business competition, Youth Entrepreneur Showcase (YES).

The AEAF's role in this program is to allow students enrolled in the entrepreneurship portion of the program an opportunity to showcase their businesses. Students in 5th – 8th grades will qualify to participate in the YES program. Meanwhile, AEAF will develop and implement a technology business plan competition for 9th – 12th graders in which students in CA's SBA program will qualify to participate. AEAF will provide $50,000 in cash or in-kind support for this program.

-Lastly, Arkansas Capital Corporation will be providing Connect Arkansas with a significant amount of in-kind donations to Connect to assist with the implementation of this overall program. ACC will provide Connect with a new state wide comprehensive website as well as in kind management and marketing support.

D. Congressional Districts
20.   Applicant Headquarters

  ➢   Arkansas

21. Project Service States
Arkansas

22. Project Service Areas
Arkansas - 1

Arkansas - 2

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID: 6351**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Arkansas - 3

Arkansas - 4

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

> No

24. Indicate each federally recognized tribal entity your proposed project will serve.

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

No

E. Community Anchor Summary

26. Community Anchor Institution	
Schools (k-12)	45
Libraries	0
Medical and Healthcare Providers	250
Public Safety Entities	0
Community Colleges	22
Public Housing	0
Other Institutions of Higher Education	1
Other Community Support Organization	0
Other Government Facilities	0

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID: 6351**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
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TOTAL COMMUNITY ANCHOR INSTITUTIONS	318
27. Minority Serving Institutions	
Historically Black colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	0

F. Demographics

28.   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

Black/African-American

English as Second Language (ESL)

Low Income

Unemployed

Youth

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. C. Sam Walls

Other:

29. Vulnerable Populations

Connect Arkansas intends to make the "Expanding Broadband Use in Arkansas through Education" available to the target audience regardless of race, gender, income or disability. Therefore, CA will begin the development of this program with the diversity of Arkansans in mind. Connect Arkansas's mission is to connect all Arkansans to the internet; therefore the organization is ready to develop and deliver programs that allow the diverse population to access them.

In the development of the EBAE program, CA will begin by developing the program guidelines, curriculums and schedules with the needs of the schools, students and parents in mind. Knowing the schools will be focused on delivering the education that is required of them, CA will work with the schools to develop a program that enhances their teachings yet doesn't burden the school or the students with the addition of this program. Likewise, CA will develop and deliver the technology workshops for the parents in a manner that is inclusive to their needs and schedules.

During the delivery of the EBAE program, CA will provide any assistive devices, software or technologies that will allow disabled or foreign speaking individuals the opportunity to participate in the program. From voice command to interpretive software, CA is prepared to ensure the diverse needs of individuals are met.

Lastly, Connect Arkansas's Mobile Computer Labs will be equipped with wheel chair accessible workstations as well as a wheel chair lift. CA's staff as well as contracted program facilitators will be trained to assist individuals with their special needs. If utilizing a fixed public computer center, Connect will ensure the facility is ADA compliant.

30. Accessibility

Realizing that broadband access and usage is even more critical for less mobile individuals, Connect Arkansas has kept disabled individuals in mind during the planning of the EBAE program. Since this program will be utilizing the mobile broadband computer labs, each mobile

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. C. Sam Walls

lab has been designed with wheelchair lifts and wheelchair accessible work stations. Additionally, workstations have been designated with hearing and vision devices to enhance the internet experience for disabled users.

EBAE's program computers will allow disabled users to gain access to and utilize the internet as needed. This includes computer terminals fitted with hardware and software to allow individuals equal opportunity access to the public broadband access site.

Lastly, for all classes and courses to be delivered through the funding of this grant, Connect Arkansas will ensure that all instructors are made aware and sensitive to assisting users with disabilities. Through a formal training session on enabling web access and assistance for disabled internet users, Connect Arkansas will develop and deliver this training program to mobile computer center personnel.

31.   Other Languages

Connect Arkansas, along with partnerships with the University, college and k-12 school systems,will collectively engage in reaching out to Hispanic populations and offer programming in English and Spanish. While additional languages are spoken by residents in Arkansas, English and Spanish are the prevalent languages that will allow Connect Arkansas to maximize its outreach for the EBAE program.

G. Project Budget

32. Project Budget	
Federal Grant Request	$5,236,385
Total Match Amount	$1,308,744
Total Budget	$6,545,129
Match Percent	20.0%

33.   Projects Outside Recommended Funding Range:

➢

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

34.   Sustainability:

"Expanding Broadband Use in Arkansas through Education" will continue to impact the use of broadband in Arkansas many years after this grant period concludes. Given the multi-disciplined and dynamic nature of this program, CA will continue to engage this program's partners for as long as the program remains relevant to the needs of Arkansans.

Arkansas has 57 counties with a poverty rate of 15% or higher. Since the EBAE program intends to reach 45 of those counties, this program will be sustained until all 57 counties are included. CA also intends to reach the additional 18 counties that have lower poverty rates, yet have unserved and underserved populations. Connect Arkansas has identified 287,000 children on free or reduced lunch service throughout the state. CA believes these are the homes that lack technology access, therefore are the core target audience for this program. In the three years this program will take place, CA believes they can reach 5,400 students and 8,100 parents throughout the program. With a state population of 2.8 million, CA projects this program will remain relevant long after the initial funding ends.

UAMS projects an ability to reach out to 250 community anchor institutions and reach over 850,000 Arkansans through their telehealth awareness campaign. Additionally, training and support services for the medical facilities across the state will reach over 500 medical professionals.

Through a combination of private and public funds, CA will be poised to fiscally continue this program after the stimulus funding period ends. UAMS, also, fully intends to provide support to implement the ACT program and provide the sustaining funding to carry the project forward after the initial project funding. Connect Arkansas is engaging in a state legislative funding action plan as well as a private funding campaign. Both funding campaigns are aimed to create long term sustainable funding for Connect Arkansas and all its programs (including the e-Communities, data development and mapping, mobile computer labs and sustainable adoption programs that incorporate EBAE).

Connect Arkansas has created a successful history of obtaining a balanced mix of private and public funds used towards operations and programs. CA has restructured its Board of Directors to include two small committees focused on addressing the oversight of fundraising as well as use/distribution of the funds to the proper programs aimed at achieving CA's mission of bringing broadband access and equipment to all Arkansans.

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

35. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	Connect Arkansas is requesting $5,236,385 to support the "Expanding Broadband Use in Arkansas Through Education." In return, Connect Arkansas will have a cash and in-kind match of $1,308,744 (20%) utilized for the delivery of this proposed program. The matching sources are as follows: Arkansas Capital Corporation has provided Connect Arkansas with $877,000 in in-kind donations of management support funds, furniture and website redevelopment and deployment that will be heavily utilized by Connect within its awareness and outreach plans. This in-kind donation equals to 13% of the total project budget, and the funds will be used towards initial program development. MH Marketing will provide Connect Arkansas with $37,800 in cash match to support the youth technology entrepreneurship program. This cash donation equals to .05% of the total project budget that will be used towards program development for EBAE. LRSD Computer for Kids program will provide Connect Arkansas with $20,000 in cash match to support the implementation of the Computers for Kids program. This cash donation equals to .03% of the total project budget that will be used towards obtaining computer donations and equipment for the program. UAMS will provide Connect Arkansas with $300,000 in cash and in-kind match to support the Arkansas Centers for Telehealth program. This donation equals to 4% of the total project budget that will be used towards program development, training and outreach.

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

	UA Monticello will provide Connect Arkansas with $23,944 in cash match to support the technology workshops program. This cash donation equals to .03% of the total project budget that will be used towards program development and workshop delivery. Lastly, Connect Arkansas will receive a $50,000 in-kind contribution from the Arkansas Economic Acceleration Foundation for the implementation of the Y.E.S. program. This in-kind donation equals to .07% of the total project budget, and the funds will be used towards implementing a student business plan competition.
Unjust enrichment	
Disclosure of federal and/or state funding sources	

36. Budget Narrative	
Budget narrative	Connect Arkansas requests BTOP funding in the amount of $5,545,129 to support the efforts outlined in the "Expanding Broadband Use in Arkansas Through Education" program for the Sustainable Adoption Program. Connect Arkansas has been designated as Arkansas's statewide broadband leader and collaborator, in which CA has engaged in such efforts since 2007. Connect Arkansas is requesting $5,545,129 to implement this mobile public computer labs proposal with $381,744 in cash and $927,000 in-kind matching funds have been pledged amongst the various partners. Through the Public Computer Centers program, Connect Arkansas has identified eight focus areas in which specific programmatic deliverables have been identified. Starting with contracting with five organizations for the development and delivery of specific training programs identified within this proposal. Connect will work with the UAMS for the development and implementation of telehealth education for medical professionals.

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

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Additionally, UAMS will engage in a public online health awareness campaign that will on online health management. UAMS will be contracted from $1,000,000 for the implementation of this program.

Connect will partner with UA Monticello and LRSD Computer for Kids to develop and deliver the student/parent technology workshops and computer distribution program. UA Monticello will be contracted for $113,000 to develop and deliver the technology workshops while Computer for Kids will be contracted for $150,000 to refurbish donated computers to distribute to qualifying families.

To implement the youth technology entrepreneurship program, Connect will contract with MH Marketing for $1,575,000 to develop and implement the multi week training programs in Arkansas's schools. Lastly, Connect will work with the AEAF for $50,000 to develop and implement a high school technology business plan competition. Additionally, AEAF will expand their junior high business competition to include younger students within this program.

The remaining funds being requested for this grant include costs for staffing, equipping and providing the supplies needed to successfully implement this program across the state. Connect Arkansas will ensure cost saving measures in all areas of the project to ensure the greatest use of funds to reach the maximum number of citizens in building broadband adoption.

The spending plan for this program will utilize the funds in four stages. Those stages include, the start-up period where Connect Arkansas and its identified partners will develop the program, materials and training implementation guidelines. In stage 2, Connect will begin the implementation of its outreach and advertising strategies as well as deploy the mobile computer labs with training programs. Stage 3 will utilize the funds to maintain programs, mobile lab scheduling and overall project implementation. The last stage will include using funds for maintenance and program evaluation.

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Budget reasonableness	Since its inception, Connect Arkansas has been operating on a lean budget that maximizes financial resources and staff. Through partnership and resource leveraging, Connect Arkansas has built its organization on very lean budget practices.

Before preparing this application and budget, CA requested a plan of programs and services as well as proposed budgets from key partners. In compiling the state proposals, CA has reviewed the submitted budgets to ensure their reasonableness for the overall benefit of the BTOP program as well as for Arkansas.

Through the budget review, all salaries and wages are found to be commensurate with comparable positions of similar required skills and experience in Arkansas. Equipment expenses are found to coincide with average industry pricing, external contracts are compared to similar scopes of work in other states, and travel reimbursement is based on the federal mileage and/or per diem rates.

Meanwhile, to keep proposal costs to a minimum, significant in-kind contributions from the key partners utilizing existing resources have been made. This includes curriculum, materials, program development, equipment, man-hours and marketing materials. The in-kind support allows CA to engage in the work of this proposal immediately upon the announcement of this grant award. For example, the key partners are assuming the cost of preparing the online training curriculum, gathering feedback during pilot or testing phases and improving the curriculum and/or the way it is presented online.

In preparing the budget, CA considered the needs amongst the Mobile Public Computer Centers with the Sustainable Broadband Adoption (including the partners identified in both programs). Relying on the key partners having extensive experience in projecting costs, determining budgets, and working within the parameters this programs' budgeting needs, CA is confident that the costs associated with this proposal are fair market projections that maximize the |

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

	leveraging of matching funds and in-kind resources to maximize the project dollars requested.
Demonstration of need	While Connect Arkansas has achieved good progress on many of the programs and projects noted in this proposal since 2007, the current fiscal situation has caused Connect Arkansas to limit its momentum on program implementation. During the 2009 legislature, the Arkansas General Assembly approved of an appropriation for Connect Arkansas. Due to the current economic climate, the state has restricted the funding to Connect to $600,000 in fiscal years 2009 & 2010.
	As a result of this predicted fiscal shortfall, the state has taken fiscally responsible steps to not overextend the state's general operating funds. Given the situation, Connect Arkansas does not have the needed funds to continue a full program plan or operations. Unless CA receives funds from proposals such as this, the outreach and broadband pipeline development will be severely restricted. Additionally, CA will not be able to develop or deliver the program goals outlined in this proposal, nor will the organization be capable of engaging its key partners for this program.

37. Funds to States/Territories

States	Amount of Federal Grant Request
Arkansas	5,236,385

Funds to States/Territories Total: $5,236,385

H. Historical Financials

38. Matching Funds			
	2007	**2008**	**2009**
Revenue	0	857,490	817,721

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID: 6351**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Expenditures	0	490,245	562,637
Net Assets	0	268,369	523,452
Change in Net Assets from Prior Year	0	367,245	255,083
Bond Rating (if applicable)	NA	NA	NA

I. Program Benefits

39. Jobs	
How many direct jobs-years will be created from this project?	6
How many indirect jobs will be created from this project?	14
How many jobs will be induced from this project?	150

40.   Methodology used to estimate jobs:

To start, Connect Arkansas estimated immediate jobs that would be created from this program based on the program parameters, budget and basic staffing needs. From those estimates, Connect has found that 4 full time staff members will be needed to fully operate the EBAE program. Additionally, Connect Arkansas worked with the identified partners to develop the staffing plan needed to create and implement the training programs delivered through the mobile labs. Based on those projections, 14 is the number of full time employees needed for this program.

Beyond the basic implementation of the EBAE program, CA used a 2007 study sponsored by the Brookings Institute to estimate the employment impact of the overall program throughout the state. CA found that, for every one percentage point of increase in broadband penetration in a state, employment increases by 0.2-0.3% per year. CA estimates a 20% increase in broadband usage in Arkansas per year for the next three years.

In regards to the students, the overall immediate job impact of this program will not be easily measured. While the students will be creating online businesses, many of these students will be

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. C. Sam Walls

creating businesses as a component of this program. However, CA projects 20% of the students will continue their companies after the program is over. Meanwhile, CA also projects an additional 30% will create new businesses after their educations end.

41. 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?	50600
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?	683
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?	125000
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	$37.13

42.   Measuring Adoption Impact:

Connect Arkansas will be implementing a multi-tiered data tracking method for this program. Starting with CA's partners, the program team will develop data metrics, tracking and reporting plans that will measure the progress of key program milestones, student and adult program attendance, hours of program instruction and follow-up broadband subscriber measurement.

CA will collectively work to develop program tracking metrics during the program development stage. Initially, CA will track program benchmarks to ensure timely development of program deliverables. However, during the education delivery phase, CA will collect data on numbers of students participating, education attainment goals, technology attainment goals as well as tracking the businesses that are being created by the students. After the program, CA will continue to track the students and their businesses to further collect broadband adoption as well as small business data.

Likewise, Connect Arkansas will also collect data on the numbers of parents/adults enrolled in the technology workshops, how many computers are being placed in homes from the Computers for Kids program and how many become broadband adopters at home. Likewise, CA will

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

collect the number of health care facilities the ACT program is reaching, how many health care providers are using and subscribing to broadband access, how many "hits" the health website is attracting as well as the impact of the awareness campaign. CA will also continue broadband adoption data through the e-Communities program, therefore CA will be able to gauge the success of this program upon further rise in population percentages in broadband subscribership.

Lastly, Connect Arkansas has two additional methods for data collection and storage. The first is through a revised Connect Arkansas website. Connect can easily gauge some basic measures of broadband activity through the data available through Connect's updated website. Connect will monitor page hits and number of unique visitors to see if Arkansans are finding more value in using the internet.

The second method of data tracking will come from utilizing U.S. Sourcelink to enter and track the students and their businesses through this online tool. Sourcelink offers two distinct tools for entrepreneurship, the first, Resource Navigator, is focused on providing the necessary tools and database to assist entrepreneurs in finding the help they may need. Meanwhile, the BizTracker tool has been developed to track the training, counseling and success of businesses engaged in programs similar to EBAE.

Through the use of web analytics and Sourcelink, with the defined scope of metrics to be tracked, CA is poised to gain valuable information about the broadband take rate and job creation through this program. CA intends to not only track data during the duration of this program, but the organization fully intends to track data for long term results.

43. Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	8600
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?	20
How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?	4

44.   **Describe their qualifications (training and experience):**

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. C. Sam Walls

Connect Arkansas will utilize Michelle Stockman to work with MH Marketing to develop the course curriculum and begin the delivery of training programs. Michelle Stockman has been with Connect Arkansas since late 2008 and brings a broad range of course development and entrepreneurship training with her. Michelle moved to Arkansas from Raleigh, NC, where her professional career found her at the forefront of developing and delivering online training content for Global Knowledge. From there she engaged in entrepreneurship through the development of new entrepreneurship experiential learning programs for NC REAL (Rural Entrepreneurship Through Action Learning). Michelle then led a state-wide team to develop the Entrepreneurship Development System throughout North Carolina at the NC Rural Center. Through her experience in North Carolina, Michelle worked closely with the e-NC Authority to develop broadband adoption programs through entrepreneurship. Michelle has earned her Masters in Entrepreneurship from Western Carolina University.

Matt Hampton with MH Marketing will develop and deliver the online entrepreneurship curriculum and course. Mr. Hampton established MH Marketing in 2007 as a research and marketing firm. An entrepreneur since he was 11, Mr. Hampton decided to move the direction of his company into educating youth in entrepreneurship. In 2009, MH Marketing established the Get In The Game Youth Conference that engaged high school youth in entrepreneurship. Likewise, MH Marketing established the City of Little Rock Youth Entrepreneurship Training Program and the Little Rock School District Youth Entrepreneurship Business Plan Competition.

The University of Arkansas – Monticello will coordinate with Connect on the development and delivery of the technology workshops. The University has a rich pool of instructors and adjunct facility that will be utilized in the development and delivery of this program. Mr. Bobby Hoyle, the Director of Information Technology with the university will oversee the development of the technology workshops for this program. Mr. Hoyle brings a wealth of industry experience in technology development and deployment as he works to maintain the IT infrastructure with UA Monticello.

UAMS intends to utilize the ACT Clinical Director, Terri Imus, and Outreach Director, Michael Manley. Both are registered nurses with years of expertise in providing clinical care and telehealth instruction to Arkansas. Ms. Imus created UAMS's first 24/7 call center that supported clinical triage and has led statewide training efforts in telehealth adoption among public safety agencies in the statewide bioterrorism network. Mr. Manley has a Masters of Science in Nursing

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Administration and has enlisted the majority of the 60 UAMS Telehealth Network sites to adopt health broadband through this statewide, grassroots outreach efforts.

45. **Equipment Affordability Programs**		
What is the total up-front cost of this equipment?	$0.00	
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?	5400	Households
	0	Businesses
	0	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?	5400	

46. **Broadband Awareness Programs**	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	1500000

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

All awareness activities will carry Connect Arkansas and stimulus program branding. The following statements will guide the Connect Arkansas campaign: "The Internet is relevant to your life" and "the Internet is a critical component for sustaining and/or growing your community."

The integrated public education and outreach plan is ready to implement. It will consist of the following strategies and their supporting tactics: Campaign tools include a mix of media communications, press kits, b-roll, billboards, video public service announcements (PSA's), and radio PSA's. Media targets and information vehicles will be: newspapers (daily, weekly),

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID: 6351**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

business publications, radio, television, magazines (trade journals, general consumer interest), websites (rural community, government, education, and library newsletters), local publications such as community, government, education and library newsletters, and partners of the e-Community Initiative – through newsletters and websites of the Association of Arkansas'Counties, Chambers of Commerce, charitable organizations, civic clubs, economic developers, as well as commerce, education, government, and healthcare associations. Connect Arkansas website (currently being revised) will be the state's portal into connecting Arkansas. Nicknamed the "Google of Arkansas," the CA website will attract and further the marketing message to all Arkansans.

Statewide Communications Campaign: The goal of the statewide campaign is to regularly deliver information and feature stories to targeted media (a) announcing major e-Community Initiatives (b) showcasing the success stories of students, parents and the overall EBAE program and (c) showcasing rural applications/benefits of the Internet and illustrating how the campaign applies to local communities. Connect Arkansas will also cultivate and maintain a positive relationship with the media through the ongoing development and dissemination of media advisories, press releases and follow-ups, as well as prior to the rollout of the e-Communities. The target mediums for this initiative will include television, radio and print, business publications, and website publications.

Grassroots Efforts: The grassroots tactics for the Connect Arkansas campaign include a campaign PSA to drive ongoing/consistent awareness, use of the mobile broadband computer labs that will visit communities in a strategic manner for most impact, a meeting and speakers' bureau to build one-on-one community relationships with CA and to inform interested parties about the EBAE program and e-Community Initiative.

Since the 2007 establishment and investment into Connect Arkansas, the organization has developed and refined the described communications strategies through their three pilot e-Communities. Having refined the communications process for broadband development, CA has streamlined and maximized the resources needed for local and statewide media and communications processes.

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

In December 2007, a set of questions concerning computer and internet usage were included in a more general study of public perceptions in Arkansas. This general population survey employed

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

random digit dialing. The sample size for the survey was 608 respondents with a margin of error of +/- 4.0%. Initial survey results indicate the following (values reported as a percentage of Arkansas's total population):

Internet Usage
• 29% of the population has never used the Internet.
• Over 50% of households, with an income of less than $30,000, have never used the Internet. As household income increases, however, there is a significant increase in the use of the Internet.

Access
• 51% do not have broadband service, while another 7% were unsure of what broadband, or high speed Internet access meant.
• Even if broadband was affordable and was made available to every household in Arkansas, 30% would not subscribe to the service.

Subscription Rates
• Of the population that had access to broadband, 74% thought the rates charged were reasonable.

The results of this survey were obtained to provide a preliminary look at Internet usage in Arkansas and to closely mirror nationwide surveys indicating that 32% of adults in the United States do not use the Internet.

As a part of "Expanding Broadband Use in Arkansas," CA will measure campaign impact through the collection of annual surveys to provide a more comprehensive look at underlying barriers for connectivity. This annual survey will allow CA to gather data on the impact of the awareness campaign over time.

Connect Arkansas expects to garner over 1,500,000 media impressions across the state by utilizing a mixed media approach to gain public awareness of broadband programs and through events occurring that will ultimately garner greater interest and use of broadband internet within Arkansas. From the development of e-Communities and local grassroots public awareness campaigns, to a statewide mixed media campaign approach that utilizes CA's partners to push the "Connecting Arkansas" message across the state, the statewide campaign will work to reach a diverse audience.

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

J. Project Readiness

49.   Licenses and Regulatory Approvals

Connect Arkansas does not need any licenses or regulatory approvals to complete this project.

50.   Organizational Readiness

Connect Arkansas was established in 2007 by a state legislative act. The organization is an affiliate company of Arkansas Capital Corporation (ACC), which was established in 1957. Once Connect Arkansas was enacted, the organization quickly engaged in several major projects. Starting with a statewide assessment of broadband and technology use as well as a first generation map that indicated where and the kinds of coverage that existed within the state, Connect Arkansas is capable of implementing large projects in short time frames while maximizing resources.

Since 2007, Connect Arkansas has developed and began to implement a county engagement plan, e-Communities, to gain broad acceptance of the importance of broadband and to leverage partnerships to implement assessment, education and other programs to engage citizens to buy into broadband for their homes. Connect Arkansas has also received federal funding to implement the State Broadband Data and Delivery program in late 2009.

Connect Arkansas began by utilizing the successful policies, procedures and skills that Arkansas Capital Corporation has utilized for over 50 years. The knowledge and capability to implement successful federal programs has been incorporated into the corporate culture. In fact, Arkansas Capital is one of the only Small Business Administration lenders to receive multiple perfect audits from the SBA. This successful track record has been instilled into the Connect Arkansas organization.

51.   Project Timeline and Challenges

Connect Arkansas will quickly begin work with the partner organizations to develop the necessary curriculum, program promotion and with targeted schools. Connect Arkansas's implementation plan will ensure quick program delivery with the following:

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

Quarter 1: CA will work contract with MH Marketing, UA Monticello, UAMS and Computers for Kids. Connect will also seek to hire a program manager and facilitator for the delivery of this program. In regards to the student entrepreneurship program, MH Marketing will work with Connect to refine currently used entrepreneurship curriculums to focus the students on online business ownership and the unique challenges that accompany technology businesses. Meanwhile, CA will work with the e-Communities and additional identified schools to develop program delivery timelines. CA will also prepare the Mobile Computer Labs for the utilization of this program, which includes scheduling the mobile labs and preparing the computer work stations for the delivery of the program. CA and MH marketing will develop the program delivery materials and data tracking metrics during this time frame.

CA will engage with the Computers for Kids program to oversee the computer donation and refurbishing program. Additionally, the two partners will develop the program and legal parameters of the program to ensure timely computer delivery to participating families. Lastly, in the first quarter, CA will work with UA Monticello in the workshop program development and program scheduling. Meanwhile, the AEAF will implement their existing Y.E.S. business plan competition for middle school students in conjunction with developing and implementing a high school technology business plan competition.

Quarter 2 & 3: CA will continue to work with the identified partners to implement the training/education programs, while the AEAF will continue to develop and implement their business plan competitions. CA will work with the e-Communities to ensure volunteers are assisting with the EBAE program.

Quarter 4: This will complete the first year of this program, which will allow CA an opportunity to review the data collected from the previous quarters. This assessment of the program will lead to changes and modifications through the key partners to the program. Likewise, CA will continue to build relationships with additional schools to further expand the program in additional counties.

Year 2: Like year 1, CA will continue to implement the EBAE program with its partners to low wealth communities across the state. Data collection and tracking will continue throughout the year and end with an assessment and revision period. CA will also be engaged in their sustainable funding campaigns.

Submitted Date: 3/13/2010 12:21:21 PM	Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. C. Sam Walls

Year 3: Connect will continue its program expansion and engage in data tracking. Connect will begin preparing the program for future expansion while reporting on the success as well as lessons learned through the start-up of the program.

52.   SPIN Number

Not Applicable.

K. Environmental Questionnaire

53.   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.

No

54.   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

55.   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.

No

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

Yes

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID:** 6351
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

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

Yes

The educational components of this program will be delivered at existing schools and meeting facilities as well as on Connect's mobile public computer labs. No additional equipment or construction will be needed to provide classroom space.

58.   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

59.   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

Submitted Date: 3/13/2010 12:21:21 PM	**Easygrants ID: 6351**
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. C. Sam Walls

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	Connect_ManagementTeam_OrgChart(use).pdf	Walls, C. Sam	03/13/2010
Government and Key Partnerships	Support_letters_master_SBA.pdf	Walls, C. Sam	03/13/2010
Historical Financial Statements	Connect_historical_finstatements.pdf	Walls, C. Sam	03/13/2010
Community Anchor Institutions Detail	upload+template+-+SBA+-+Anchor+Detail.xls	Walls, C. Sam	03/13/2010
BTOP Certifications	Authorization&Certifications.pdf	Walls, C. Sam	03/13/2010
Detailed Budget	upload+template+-+SBA+-++Detailed+Budget(1use).xls	Walls, C. Sam	03/13/2010
SF424 A Budget	SF424A_ConnectSBA.pdf	Walls, C. Sam	03/13/2010
SF424 B Assurances - Non-Construction	Assurances_noncontruction.pdf	Walls, C. Sam	03/13/2010

Submitted Date: 3/13/2010 12:21:21 PM		Easygrants ID: 6351
Funding Opportunity: Sustainable Broadband Adoption		**Applicant Organization:** CONNECT ARKANSAS INC.
Task: Submit Application - Sustainable Broadband Adoption		**Applicant Name:** Mr. C. Sam Walls

Supplemental Information	ARRA2_PCC_ ProgramDeliveryTimeline.xls	Walls, C. Sam	03/13/2010
Supplemental Information	Mobile_Wireless_All.jpg	Walls, C. Sam	03/13/2010
Supplemental Information	Wireline_Fixed_Wireless.jpg	Walls, C. Sam	03/13/2010
Supplemental Information	RUPRI_ARDemographics 7.pdf	Walls, C. Sam	03/13/2010