

**MEMORANDUM**

To: BTOP Program Staff  
National Telecommunications & Information Administration  
Department of Commerce

From: Bernie Bogle, Authorized Organization Representative  
Connected Nation, Inc.  
EasyGrants ID #6581

Memo Date: 06/22/10

Re: Revised Response to Question(s) 32, 35, 36, and Other Metrics  
Included on BTOP Application Originally Submitted on 03/15/10

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This memorandum documents our formal submission of a revised response to Question(s) 32, 35, 36, and other metrics of our organization’s BTOP application (EasyGrants ID 6581), as follows:

**Question 32: Project Budget**  
*Please see the revised response below.*

<b>Project Budget</b>	
Federal Grant Request	6,856,399
Total Match Amount	3,134,876
Total Budget	9,991,275
Match Percent	31.4%

**Question 35: Matching Funds**  
*Please see the revised response below.*

Cash Match:  
\$1,414,876 (14.2% of total budget)

Contributed by:

- State of Ohio (\$320,686)
  - Comprised of \$296,686 for personnel and travel
  - \$ 24,000 for equipment
  
- Connected Nation (\$27,330)
  - Comprised of \$21,330 for office rent and utilities
  - \$ 6,000 for supplies

Community Anchor Institutions (\$1,026,860)  
Comprised of \$205,125 for equipment  
\$684,001 for instructors  
\$137,734 for advertising and support

Time Warner  
Comprised of \$ 40,000 unrestricted, but applied to advertising

In-kind Match:

\$1,720,000 (17.2% of total budget)

Contributed by:

Ohio Association of Broadcasters - \$1,080,000  
Ohio Educational Television Stations - \$400,000  
Ohio Public Radio - \$125,000  
Time Warner - \$100,000  
Connect Ohio - \$15,000 toward equipment

**Question 36: Budget Narrative**

*Please see the revised response below.*

Personnel: \$736,032

[REDACTED]

Fringe: \$157,880

Fringe is calculated at 21.45% of personnel costs and supports a standard benefits package.

Travel: \$137,992

Field Operations Managers travel to facilities regularly to train and equip the program. Additional staff travel as needed to support the project mission.

Equipment: \$1,117,500

Computers and related peripherals, required for training capacity, are provided to a combination of library, community college, and other community anchor facilities. The equipment is used for training purposes.

Supplies: \$16,000

An allowance for typical office supplies ensures that all personnel are equipped to perform tasks in the field and centrally.

Contractual: \$3,522,860

Instructors are hired locally by libraries, community colleges, and other subrecipients. Connected Nation reimburses instructional costs and providers supply matching funds. Instructors will meet minimum qualifications, certified by Connected Nation.

Other: \$3,718,487

A comprehensive public awareness campaign includes production and distribution of ads and public service announcements to all Ohioans. Radio, TV, Newspaper, and Bill Stuffers are employed to ensure wide coverage. Stakeholder meetings are hosted at convenient venues, and an allowance is made for a central staff office space.

Indirect: \$584,524

### **Other Metrics:**

At the request of NTIA, Cleveland and Akron have been removed from the service area of this proposal. Shaker Heights' participation has been reduced.

Additionally:

- Some training sites will be anchor institutions other than community colleges and libraries.
- Some computers originally intended for community colleges have been reallocated to libraries.
- Additional computers will be purchased for use at anchor institutions that currently lack sufficient computers to accommodate training.

Length of Project: 2 years

Direct Jobs Created: 70

People to be Trained PER YEAR: 104,450

Target Outreach Audience: All non-subscribers

Potential Subscribers (total): 75,204

Household Subscribers: 71,444

Institutional Subscribers: 3,760

Cost Per Subscriber: \$132.86

Type of Technology Used: Training, Advertising

Total Training Hours PER YEAR: 595,365

Total CAIs: 317

Upgraded Centers: 317

New Centers: 0

Upgraded Workstations: 0

New Workstations: 2,063

Total Workstations: 20,080 (minimum)

Current Weekly Users: 286,591 (minimum)

Proposed Weekly Users: 297,987 (minimum)

Additional Users Weekly: 11,396 (minimum)

Average Change in Speed at PCCs: 0

Total MSIs: 0

