



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

Submitted Date: 3/12/2010 5:50:48 PM	Easygrants ID: 6431
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECTED TENNESSEE, LLC
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. Michael L. Ramage

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A. General Application Information

Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	859149820
CCR # (CAGE)	5LSP5
Legal Business Name	CONNECTED TENNESSEE, LLC
Point of Contact (POC)	BERNIE BOGLE 2707814320 Ext. bbogle@connectednation.org
Alternate POC	THOMAS FERREE 2707814320 Ext. tferree@connectednation.org
Electronic Business POC	BERNIE BOGLE 2707814320 Ext. bbogle@connectednation.org
Alternate Electronic Business POC	THOMAS FERREE 2707814320 Ext. tferree@connectednation.org

Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	Mr.
First Name	Michael
Middle Name	L.
Last Name	Ramage



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Suffix	
Telephone Number	615-242-9508
Fax Number	
Email	mramage@connectedtn.org
Title	Executive Director

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Ms. Jennifer J, Houston	6158285121	jhouston@connectednation.org

Other Required Identification Numbers	
Easygrants ID	6431
Funding Opportunity Number	500001
Catalog of Federal Domestic Assistance Number	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

Organization Classification	
Type of Organization	Non-profit Corporation
Is the organization a small business?	No
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

Authorized Organizational Representative



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AOR	FERREE, THOMAS
Result	Applicant Authorized

Project Title and Project Description

Project Title: Computers 4 Kids: Preparing Tennessee’s Next Generation for Success

Project Description: The project will help to prepare Tennessee’s most vulnerable youth for success by providing them with computer access. The program promotes economic, career and educational development through the provision of computers and broadband Internet, online technology training, career training and community awareness that highlights the benefits of technology adoption.

Other Applications

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

- No

Easygrants ID	Project Title

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

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



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Brian Mefford	Chief Executive Officer	Connected Nation
Tom Ferree	Chief Operating Officer	Connected Nation
Bernie Bogle	Chief Financial Officer	Connected Nation

B. Executive Summary, Project Purpose and Benefits

Essay Question

Executive Summary of the proposed project:

Problem Statement: According to Connected Tennessee’s Tennessee Technology Trends, nearly 1.5 million Tennessee residents do not own a computer. The Internet is an invaluable tool for promoting economic development, job growth and educational attainment and yet is remaining unutilized by thousands of Tennesseans due to lack of computer ownership. Of those without home Internet access, the top barrier to high-speed Internet adoption is the perceived belief that they do not need it, followed by the lack of a computer. This means that there are thousands of disadvantaged Tennesseans who are unable to participate in the educational, economic and civic opportunities presented by having the Internet simply because there is no computer in the household. This digital divide was also prevalent nationally in 2009, with only 60% of families with income less than \$30,000 per year accessing Internet resources—compared to 95% of those above \$75,000. Also, only 64% of people with a high school degree or less were accessing the Internet while 94% of those with a college degree or more were using online resources.

Never before has the plight of America’s children been so concerning. According to the “The Nation’s Children” report by the CWLA, more than one-fifth of the nation’s children are living in poverty. Children in urban communities and those in the foster care system are especially vulnerable, as they are faced with a lack of resources and training that could propel them to a more economically self-sufficient future. Research by the John Case Youth Opportunities Initiative reveals that youth transitioning out of foster care face major challenges in the area of education and employment; however, when provided with “exposure to career options,



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opportunities to develop social, civic and leadership skills and access to safe places to interact with their peers,” these same youth flourish.

Solution: Tennessee’s children need access to computers and the Internet in order to prevent being left behind in today’s digital world. Connected Tennessee’s Computers 4 Kids (C4K) program is working to ensure that one of the top barriers to broadband adoption, namely the lack of a home computer, can be overcome, specifically among two target vulnerable populations in Tennessee—youth in the foster care system and youth that are active in one of the state’s 76 Boys & Girls Clubs.

This project will provide connectivity to these vulnerable youth populations while promoting economic, career and educational self-sufficiency under the C4K program. Partnering with the Tennessee Department of Economic and Community Development, the Tennessee Department of Children’s Services, the Boys & Girls Clubs in Tennessee, the Tennessee Department of Labor and Workforce Development, CIBER and the Internet Keep Safe Coalition, C4K is seeking to bridge the digital divide for thousands of Tennessee’s youth while addressing major barriers to broadband adoption. This will be achieved through the provision of secure access to computers and broadband Internet, online technology training to enhance skills needed for success in today’s technology-driven world, career training to equip youth with vital job search and resume-building skills that will launch them into a sustainable career, and community awareness that highlights the benefits of technology adoption.

The C4K partnership will perform the following functions:

- Provide computers to all Boys & Girls Clubs in the state and to individual foster youth who are preparing to graduate from high school or attain their GED.
- Provide online and classroom-based training through Boys & Girls Clubs “Club Tech” program. Funded by Microsoft, Club Tech emphasizes the safe, ethical use of technology and explores high-tech career options for children. The Boys & Girls Clubs will also offer this online training tool to foster youth targeted by C4K.
- Utilize Tennessee’s network of Career Centers for job training for foster kids that are preparing to finish high school. These centers offer computerized labor market information, Internet access, workshops, an online talent bank, job placement, recruitment and training referrals.
- Facilitate community awareness events in each community that receives computers. Connected Tennessee will hold an awareness event involving state and local leaders and key members of the



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community. The purpose of this effort is to spotlight the benefits of computers, broadband and other related technologies, thus, further presenting the case for broadband adoption.

Innovative Approach: Connected Tennessee’s strategy includes facilitating a collaborative relationship between the public and private sector to provide computers and training to underprivileged populations, thereby raising technology awareness and stimulating broadband demand and adoption statewide. This approach is innovative because it targets two of Tennessee’s most vulnerable populations: foster children and youth served by the Boys & Girls Clubs in Tennessee, and engages them in online and classroom-based training designed to equip them for a technologically-savvy workforce. Through the online technology training component, Club Tech, the youth will increase their technology aptitude to position them to seek high-tech careers. Through the classroom-based career training provided by the Department of Labor and Workforce Development, the youth will then learn the most effective methods for securing these careers. This two-fold process puts Tennessee’s most disadvantaged youth in a position to compete on a level playing field and achieve success.

Through media and public relations awareness efforts that spotlight the impact of this process, the project will heighten awareness about the benefits of broadband, thus encouraging Tennessee communities to adopt.

The innovative provision of lightweight, portable laptop computers to the DCS participants allows this target group to access technology wherever their lives take them; while the provision of desktops to every Boys & Girls Club in the state allows club participants to access technology in a safe location.

The marriage of these two programs to propel Tennessee’s at-risk youth to greater career and economic heights is truly unprecedented. This project will level the playing field for Tennessee’s most vulnerable populations and propel them to greater career and economic heights in order to prepare Tennessee’s next generation for success.

Target Areas: The youth targeted by this project are among Tennessee’s most at-risk youth, either in the foster care system or actively enrolled in one of the Boys & Girls Clubs across the state. With 8,000 kids currently in state custody through DCS and 58,055 served by the Boys & Girls Clubs in Tennessee, this project has the potential to impact more than 66,000 vulnerable



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youth across the state, creating a positive ripple effect on job growth, economic development and broadband adoption that may well be felt for years to come.

In 2007, more than 783,000 youth were served by foster care in the U.S. The situation is particularly dire for youth turning 18 and aging out of the foster care system, the very age group this project targets. Aging out youth experience the same challenges that all young people face as they transition to adulthood; however, those challenges are intensified by the impact the overall experience of state custody has on their lives. The Boys & Girls Clubs in Tennessee have traditionally served youth who come from families with low socioeconomic status or from homes with parents of low educational achievement, who have low academic achievement in school and who live in communities where they are surrounded by a high-risk peer group, as well as youth who possess many other risk factors. A large percentage of club participants also come from single-parent homes and are in free or reduced lunch programs.

Applicant Qualifications: Connected Tennessee, a subsidiary of Connected Nation, is a non-profit organization that facilitates public-private partnerships to increase access to and use of broadband and related technology, creating dramatic results that translate into economic and community development, better education, higher quality healthcare, more efficient public service and improved quality of life.

Since its inception, C4K has delivered over 2,000 computers to community support centers, kids and families across the state facing economic challenges, in the foster care system or struggling with behavioral disorders and other issues.

The total budget is \$3,628,962 which includes a federal request of \$2,469,792 and 31.9% match of \$1,159,170. The match includes a 10.3% cash match of \$379,000. The main budget categories include staffing and project management along with computer equipment. The project is estimated to create 39.4 jobs including 7.5 direct jobs, 17.7 indirect jobs, and 14.2 induced jobs.

Project purpose:

The problem: The Internet is an invaluable tool for promoting economic development, job growth and educational attainment and yet is remaining unutilized by thousands of Tennesseans due to lack of computer ownership. According to Connected Tennessee's Tennessee Technology Trends, nearly 1.5 million Tennessee residents do not own a computer. Of those without home



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Internet access, the top barrier to high-speed Internet adoption is the perceived belief that they do not need it, followed by the lack of a computer. This means that there are thousands of disadvantaged Tennesseans who are missing the opportunity to participate in the educational, economic and civic opportunities presented by having the Internet simply because there is no computer in the household. This digital divide was also prevalent nationally in 2009, with only 60 % of families with income less than \$30,000 per year accessing Internet resources—compared to 95% of those above \$75,000. Also, only 64% of people with a high school diploma or less were accessing the Internet while 94% of those with a college degree or more were using online resources.

Never before has the plight of America’s children been so concerning. According to the “The Nation’s Children” report by the CWLA, more than one-fifth of the nation’s children are living in poverty. Children in urban communities and those in the foster care system are especially vulnerable, as they are faced with a lack of resources and training that could propel them to a more economically self-sufficient future. Research by the John Case Youth Opportunities Initiative reveals that youth transitioning out of foster care face major challenges in the area of education and employment; however, when provided with “information and exposure to career options, opportunities to develop social, civic and leadership skills and access to safe places to interact with their peers,” these same youth flourish.

The Solution: This proposal will provide connectivity to Tennessee’s most vulnerable youth populations while promoting economic, career and educational self-sufficiency under Connected Tennessee’s Computers 4 Kids (C4K) program. Connected Tennessee’s Tennessee Technology Trends reveals that Tennessee’s low-income families with children, a group targeted by the C4K program, are more likely to adopt broadband when provided with a home computer. Therefore, C4K places new computers into the hands of children and families facing economic challenges or in the foster care system. To date the program has placed over 2,000 computers in the hands of vulnerable children and community anchor organizations.

Partnering with the Tennessee Department of Economic and Community Development, the Tennessee Department of Children’s Services, the Boys & Girls Clubs in Tennessee, the Tennessee Department of Labor and Workforce Development, CIBER and the Internet Keep Safe Coalition, C4K is seeking to bridge the digital divide for thousands of Tennessee’s youth while addressing major barriers to broadband adoption. This will be achieved through the provision of secure access to computers and broadband Internet in safe locations, online



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technology training to enhance skills needed for success in today’s technology-driven world, career training to equip youth with vital job search and resume-building skills and community awareness that highlights the benefits of technology adoption.

The C4K partnership will perform the following functions:

- Provide computers to all Boys & Girls Clubs in the state as well as to individual foster youth that are preparing to graduate from high school or attain their GED.
- Provide online and classroom-based training through Boys & Girls Clubs “Club Tech” program. Club Tech emphasizes the safe, ethical use of technology and explores high-tech career options for children. The Boys & Girls Clubs will also offer this online training tool to foster youth targeted by C4K.
- Utilize Tennessee’s network of Career Centers for job training for all program participants. These centers offer computerized labor market information, Internet access, workshops, an online talent bank, job placement, recruitment and training referrals.
- Facilitate community awareness events in each community that receives computers involving state and local leaders and other key members of the community. The purpose of this effort is to spotlight the benefits of computers, broadband and other related technologies, thus, further presenting the case for broadband adoption.

Replication of Project: Connected Tennessee’s C4K program is an offshoot of ConnectKentucky’s No Child Left Offline program, which ultimately went on to be the model for a similar initiative in Ohio and a national program called Every Citizen Online. Between the three states that have successfully launched C4K-related endeavors, thousands of children, families and community-based organizations have been connected to the Information Highway. Connected Tennessee believes that when multiple parties, brought together by a common vision of providing opportunities for training and awareness to empower vulnerable segments of the population, agree to collaborate to address issues of sustainable broadband adoption within one state – replication will be easily attained.

Unserved or Underserved Area: The program will target vulnerable populations served by the Boys & Girls Clubs in Tennessee and the Department of Children’s Services. With 8,000 kids currently in state custody through DCS and 58,055 served by the Boys & Girls Clubs, the youth targeted by this project are among Tennessee’s most at-risk youth.



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Advancement of statutory purposes: The proposed solution will advance the BTOP statutory purposes of 1) providing broadband education, awareness, training, access, equipment and support to underserved and unserved communities and populations, and 2) stimulating demand for broadband.

Recovery Act and Other Governmental Collaboration:

This project involves the collaboration of several governmental organizations.

I. Tennessee Department of Economic and Community Development (ECD) – Connected Tennessee is funded through a grant from the Tennessee Department of Economic and Community Development. The two entities have collaborated closely since 2007 to meet the five comprehensive goals of the State of Tennessee’s Trail to Innovation:

- Affordable broadband availability
- Dramatically improved use of computers and the Internet
- The formation of eCommunity Leadership Teams in every county
- A policy and regulatory framework that encourages continued investment in information technologies
- A meaningful online presence for all Tennessee communities

With support from the Department of ECD, Connected Tennessee’s Computers 4 Kids program has distributed more than 2,000 computers to children, families and community-based organizations across the state over the past three years. For this project, the Tennessee Department of Economic and Community Development is providing matching funds to enable the purchasing of the computers.

II. Tennessee Department of Children’s Services – In partnership with C4K since 2007, the Department of Children’s Services (DCS) has worked closely with Connected Tennessee to assist with the prequalification of foster youth as well as the distribution of laptops. For this project, DCS will continue to assist with the prequalification of recipients within the foster care system, as determined by existing behavioral and grade requirements, as well as provide transportation for recipients to career training workshops.

III. Tennessee Department of Labor and Workforce Development – The Tennessee Department of Labor and Workforce Development will partner with the Computers 4 Kids program on this



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project to offer Job Service Workshops to all program participants teaching them vital career skills such as resume building, interviewing and job searching.

BTOP's Statutory Purposes: Through a collaborative effort with these three entities and the Boys & Girls Clubs in Tennessee, C4K will advance BTOP's statutory purposes of 1) providing broadband education, awareness, training, access, equipment and support to community support organizations and vulnerable populations, and 2) stimulating demand for broadband, economic growth and job creation by creating a more technologically-savvy workforce and equipping underserved youth with the skills they need to attain sustainable employment. As the need for independent high-tech contractors continues to increase, the Club Tech online training software could provide vulnerable youth with the technology skills they need to leverage an independent career in such fields as computer programming, web design and graphic design.

Technology Strategy:

The Computers 4 Kids strategy includes facilitating a collaborative relationship between public and private partners, to leverage the smart, safe and secure ownership of computers by providing computers to underprivileged populations, coupled with technology, career and cybersafety training.

Project Technical Components:

I. Procurement of Computers – Connected Tennessee will procure brand new, broadband-enabled computers and deliver them to the two entities of underserved populations:

1. Foster children served by the Department of Children's Services will receive Windows-based laptop computers.
2. All Boys & Girls Club sites within the State of Tennessee will receive Windows-based desktop computers.

II. Installation of Microsoft Software - The Boys & Girls Clubs will install operating system and Office suites donated by Microsoft to the Boys & Girls Clubs of America. Each chartered club and organizational office is eligible for a Tech Center Package that includes Windows 7 Professional Upgrade and Office 2007 Professional software for each workstation.

III. Online Technology Training – The Boys & Girls Club's Club Tech program will be leveraged to develop the technology aptitude of vulnerable youth that is vital for school and



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workplace success. Each program emphasizes the safe, ethical use of technology, explores high-tech career options and is available in its entirety online to be accessed by participants.

1. Skill Tech & Skill Tech II - Basic software, hardware and network skills.
2. Digital Arts Suite - Web design, graphic design, digital photography, music making and movie making.
3. NetSmartz – Web safety, shopping online and Web ethics.
4. Clay Tech – Animation.
5. Robo Tech –Robotics.
6. Game Tech – Game design.

IV. Career Training – The Tennessee Department of Labor and Workforce Development has a network of centers across the state that offer computerized labor market information, Internet access, workshops and an online talent bank, in addition to job placement, recruitment and training referrals. For this project, Job Service Workshops will be offered to all participants, encompassing the following areas:

1. Orientation - Employment services offered by the Department of Labor.
2. Resume Preparation Workshop – Instruction on how to write or critique a resume.
3. Job Search Skills Workshop - A seminar to provide knowledge that will enable participants to find jobs.

V. Cybersecurity Software – Through a partnership with the Internet Keep Safe Coalition, all recipients will receive easy-to-use educational resources that promote cybersecurity.

1. "Building a Network of Support" Professional Development - Prevention, intervention and management of cyber abuse; provided for staff and included in student curricula.

Innovative Approach:

Connected Tennessee’s strategy includes facilitating a collaborative relationship between the public and private sector to provide computers and training to underprivileged populations, thereby raising technology awareness and stimulating broadband demand and adoption across the state. This program is a unique partnership between Connected Tennessee’s Computers 4 Kids program, the Tennessee Department of Economic and Community Development, the Tennessee Department of Children’s Services, the Tennessee Department of Labor and Workforce Development, the Boys & Girls Clubs in Tennessee, CIBER and the iKeepSafe Coalition.



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This project's approach is innovative because it targets two of Tennessee's most vulnerable populations: foster children and youth served by the Boys & Girls Clubs in Tennessee, and engages them in both online and classroom-based training designed to equip them for a technologically-savvy workforce. Through the online technology training component, Club Tech, the youth will increase their technology aptitude to position them to seek high-tech careers. Through the classroom-based career training component provided by the Department of Labor and Workforce Development, the youth will then learn the most effective methods for securing these careers. This two-fold process puts Tennessee's most disadvantaged youth in a position to compete on a level playing field and achieve success.

Through media and public relations awareness efforts that spotlight the impact of this process, the project will heighten awareness about the benefits of broadband, thus, encouraging Tennessee communities to adopt. The overall goal of this effort is to further present the case for broadband adoption by Tennessee citizens and businesses alike.

As evidenced by past successes of the C4K program, the innovative approach to place computers into the hands of children and families who need it the most in order to stimulate broadband adoption is right on target. Connected Tennessee's Tennessee Technology Trends reveals that Tennessee's low-income families with children, the group targeted by this project, are more likely to adopt broadband when provided with a home computer. The innovative provision of lightweight, portable laptop computers to the DCS participants allows this target group to access technology wherever their lives take them; while the provision of desktops to every Boys & Girls Club in the state allows club participants to access technology in a safe, secure location.

The marriage of these two programs to propel Tennessee's at-risk youth to greater career and economic heights is truly unprecedented. With 8,000 kids currently in state custody through DCS and 58,055 served by the Boys & Girls Clubs in Tennessee, this project has the potential to impact more than 66,000 vulnerable youth across the state, creating a positive ripple effect on job growth, economic development and broadband adoption that may well be felt for years to come.

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

- No

Is the applicant delinquent on any federal debt?



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➤ No

If Yes, justification for delinquency:

➤ .

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

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

➤ Yes

If YES, key partners are listed below:

<p>Project Role: Other Name: ██████████ Email: ██████████ Address 1: ██████████ Address 2: Address 3: City: Nashville State: Tennessee Zip Code: 37243 Organization: Tennessee Department of Economic and Community Development Organization Type: State or State Agency Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other Name: Simpson, Lane Email: Lane.Simpson@tn.gov Address 1: 1280 Foster Avenue, Mensler 1 Address 2: Address 3: City: Nashville State: Tennessee Zip Code: 37210 Organization: Tennessee Department of Children's Services</p>



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Organization Type: State or State Agency
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Other
 Name: Hentschel, Jeff
 Email: Jeff.Hentschel@tn.gov
 Address 1: 220 French Landing Drive
 Address 2:
 Address 3:
 City: Nashville
 State: Tennessee
 Zip Code: 37243
 Organization: Tennessee Department of Labor and Workforce Development
 Organization Type: State or State Agency
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Other
 Name: [REDACTED]
 Email: [REDACTED]
 Address 1: [REDACTED]
 Address 2: [REDACTED]
 Address 3:
 City: [REDACTED]
 State: [REDACTED]
 Zip Code: [REDACTED]
 Organization: Boys & Girls Clubs in Tennessee
 Organization Type: Non-profit Association
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Other
 Name: [REDACTED]
 Email: [REDACTED]
 Address 1: [REDACTED]
 Address 2:
 Address 3:
 City: [REDACTED]
 State: [REDACTED]
 Zip Code: [REDACTED]
 Organization: CIBER, Inc.



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Organization Type: For-profit Entity
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Other
Name: [REDACTED]
Email: [REDACTED]
Address 1: [REDACTED]
Address 2:
Address 3:
City: [REDACTED]
State: [REDACTED]
Zip Code: [REDACTED]
Organization: Internet Keep Safe Coalition
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

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

This program is developed through a unique partnership between Connected Tennessee’s Computers 4 Kids program (C4K) and the Tennessee Department of Economic and Community Development, the Tennessee Department of Children’s Services, the Tennessee Department of Labor and Workforce Development, the Boys & Girls Clubs in Tennessee, CIBER and the Internet Keep Safe Coalition. Employing the combined time, energy and resources of these key entities, this project seeks to leverage these partnerships to prepare Tennessee’s next generation for success.

Tennessee Department of Economic and Community Development: The Tennessee Department of Economic and Community Development’s (ECD) mission is to create higher-skilled, better paying jobs for all Tennesseans. The department seeks to attract new corporate investment in Tennessee and works with Tennessee companies to facilitate expansion and economic growth. Connected Tennessee is funded through a grant from the Department of ECD. With support from the Department of ECD, the Computers 4 Kids program has distributed more than 2,000 computers to children, families and community-based organizations across the state over the past three years. For this project, the Tennessee Department of ECD will provide matching funds to enable the purchase of the computers.



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Submission to NTIA – Sustainable Broadband Adoption**

Submitted Date: 3/12/2010 5:50:48 PM	Easygrants ID: 6431
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CONNECTED TENNESSEE, LLC
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mr. Michael L. Ramage

Tennessee Department of Children’s Services: As Tennessee's public child welfare agency, the Department of Children’s Services (DCS) is responsible for helping some of the state's most vulnerable citizens. DCS has the responsibility of investigating cases of child abuse and neglect and working to find good foster homes and adoptive families. Today DCS has approximately 8,000 kids in state custody. In partnership with C4K since 2007, DCS has worked closely with C4K to assist with the identification process of recipients as well as the placement of computers. For this project, foster youth identified by DCS will be provided with brand new computers, online technology training to enhance skills needed for success in today’s technology-driven world and career training to equip them with vital job search and resume-building skills that will launch them into a sustainable career. DCS will continue to assist with the selection of recipients within the foster care system, as determined by existing behavioral and grade requirements, as well as provide transportation for recipients to career training workshops.

Tennessee Department of Labor and Workforce Development: The Tennessee Department of Labor and Workforce Development connects people to jobs and job-related assistance, offers education, safety and training programs, supplies labor market information and ensures healthy and safe work places. For this project, the Department of Labor and Workforce Development will offer Job Service Workshops to all program participants, teaching them vital career skills such as resume building, interviewing and job searching.

The Boys & Girls Clubs in Tennessee: The Boys & Girls Clubs in Tennessee is a non-profit organization dedicated to promoting the educational, vocational and character development of youth in a safe, caring environment. The clubs serve youth from kindergarten age to 12th grade and are open after school and provide care all day during the summer months, school holidays and in-service days. The Tennessee Alliance of Boys & Girls Clubs was chartered in 2001 and is comprised of 21 organizations serving over 59,600 youth across the state. For this project, Computers 4 Kids will partner with the Boys & Girls Clubs to 1) provide broadband education, awareness, training, access, equipment and support to each club and the vulnerable populations they serve, and 2) stimulate demand for broadband, economic growth and job creation by creating a more technologically-savvy workforce and equipping underserved youth with the skills they need to attain sustainable employment. The Boys & Girls Clubs will, in turn, offer the use of their online technology training program, Club Tech, to the foster youth recipients also participating in the project.



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CIBER: CIBER, Inc. is a pure-play international system integration consultancy and outsourcing provider with superior value-priced services and reliable delivery for both private and government sector clients. CIBER’s services are offered globally on a project- or strategic-staffing basis, in both custom and enterprise resource planning (ERP) package environments, and across all technology platforms, operating systems and infrastructures. CIBER has partnered with C4K since 2008 to establish computer labs in community support organizations that serve vulnerable populations across the state. For this project, CIBER will provide matching funds to enable the purchase of the computers.

The Internet Keep Safe Coalition: The Internet Keep Safe Coalition (iKeepSafe) is a broad partnership of governors and/or first spouses, attorneys general, public health and educational professionals, law enforcement and industry leaders working together for the health and safety of youth online. iKeepSafe uses these unique partnerships to disseminate safety resources to families worldwide. Their mission is to give parents, educators and policymakers the information and tools which empower them to teach children the safe and healthy use of technology and the Internet. iKeepSafe uses educational resources to teach children of all ages in a fun, age-appropriate way, the basic rules of Internet safety, ethics and the healthy use of connected technologies. iKeepSafe has partnered with C4K since 2008 to provide computer recipients with educational DVDs about the importance of cybersecurity. For the purposes of this project, iKeepSafe will provide all participants with educational resources that promote cybersecurity.

D. Congressional Districts

Applicant Headquarters

- Tennessee

Project Service States

Tennessee

Project Service Areas

Tennessee - 1

Tennessee - 2



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Tennessee - 3

Tennessee - 4

Tennessee - 5

Tennessee - 6

Tennessee - 7

Tennessee - 8

Tennessee - 9

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

- No

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

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

No

E. Community Anchor Summary

Community Anchor Institution	
Schools (k-12)	0
Libraries	0
Medical and Healthcare Providers	0
Public Safety Entities	0
Community Colleges	0



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Public Housing	0
Other Institutions of Higher Education	0
Other Community Support Organization	83
Other Government Facilities	80
TOTAL COMMUNITY ANCHOR INSTITUTIONS	163
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

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



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Asian

Low Income

Youth

Other:

Vulnerable Populations

This project will provide connectivity to Tennessee’s most vulnerable youth populations while promoting economic, career and educational self-sufficiency. The youth targeted by this project are among Tennessee’s most at-risk youth, either in the foster care system or actively enrolled in one of the Boys & Girls Clubs across the state.

Vulnerability of Tennessee’s foster youth: Research shows that the educational and career outcomes for many children in the foster care system are dismal; though when provided with exposure to career opportunities, support services and training, these same youth thrive and flourish. In 2007, more than 783, 000 youth were served by foster care. The situation is particularly dire for youth turning 18 and aging out of the foster care system, the very age group that this project will target. Aging out youth (AOY) experience the same challenges that all young people face as they transition to adulthood; however, those challenges are intensified and their chances of overcoming those challenges are mitigated by the impact the overall experience of state custody has on their lives.

- A disproportionately high percent of the nation’s prison population were in state custody at some point in their childhood or adolescence.
- AOY are more likely than peers never in state custody to not complete high school.
- Unemployment rates are higher among adults formerly in state custody than among the general population.
- AOY are at a much higher risk to experience homelessness than peers never in state custody.
- AOY are more likely to have mental and behavioral health problems than peers never in custody.



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Vulnerability of Boys & Girls Club participants: The Boys & Girls Clubs in Tennessee have traditionally served youth who come from families with low socioeconomic status, youth who come from homes with parents of low educational achievement, youth who have low academic achievement in school, and youth who live in communities where they are surrounded by a high risk peer group, as well as youth who possess many other risk factors. Forty-seven schools served by Clubs are high priority schools who have failed to meet the No Child Left Behind standards set by the nation for students in reaching math or reading proficiency levels. The average dropout rate of all high schools served by Clubs is 13.4%, significantly higher than the state’s dropout rate of 10.1%, and the average graduation rate of schools served by the Clubs is 79.2%--lower than the state’s graduation rate of 82.2% and far short of the state’s graduation rate goal of 90%. A large percentage of club participants also come from single-parent homes and are on free or reduced lunch.

This project is designed to level the playing field for Tennessee’s most vulnerable populations and propel them to greater career and economic heights in order to prepare Tennessee’s next generation for success.

Accessibility

Both the Tennessee Department of Children’s Services (DCS) and the Boys & Girls Clubs in Tennessee make accommodations for those with accessibility needs. Department of Children’s Services: DCS staff will work with clients and families to accommodate special needs as listed below, but not limited to:

- Methods for the hearing impaired persons.
- Communication assistance for persons with special needs who have difficulty making their service needs known.
- Will be considerate of literacy levels of clients and family.

DCS makes available several forms of software options to aid users with disabilities including speech recognition, voice recognition and sight enhanced monitors.

Rights of a DCS Client include (as listed in the DCS Services Handbook):

- The right to available services, regardless of your age, race, ethnicity, gender, religious or political affiliation, sexual orientation, sexual identity, physical or mental disability, or infectious disease, and the right to referral, as appropriate, to other service providers.



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- The right to competent professional services, including an individualized written treatment or service plan; services based on plan; periodic review and assessment of needs; and revisions of the plan, including a description of services that may be needed for follow-up.
- The right to ongoing participation in the planning of services and in the development and periodic revision of the treatment or service plan, including the right to an explanation of all aspects of one’ own condition and treatment.

The Boys & Girls Clubs in Tennessee: It is the policy of Boys & Girls Clubs in Tennessee to afford equal employment and access opportunities on the basis of qualifications and ability, regardless of race, color, religion, sex, age, national origin, disability, genetic information or veteran status. As a 504(c), the Boys & Girls Clubs in Tennessee are in compliance with Section 504 of the Rehabilitation Act of 1973 and the Disability/Accessibility Provisions of the Fair Housing Act of 1988. This states that “all of the requirements of Section 504 with respect to nondiscrimination, program accessibility and reasonable accommodation that apply to housing facilities and programs apply equally to non-housing facilities and programs. For example, newly constructed non-housing facilities built by recipients shall be designed to be readily accessible to and usable by people with disabilities. For existing non-housing facilities, participants shall operate each program or activity receiving federal financial assistance so that the program or activity, when viewed in its entirety, is readily accessible to and usable by individuals with disabilities.”

Other Languages

Both the Tennessee Department of Children’s Services (DCS) and the Boys & Girls Clubs in Tennessee make provisions for those for whom English is not their primary language. The Department of Children’s Services: DCS staff will work with clients and families to accommodate special needs as listed below, but not limited to:

- Bilingual personnel or translators or arrange for the use of communication technology
- Sign language

Rights of a DCS Client include (as listed in the DCS Services Handbook):

- The right to information regarding client rights, including a copy of the handbook and/or an explanation of client rights in a language of your choice, to the extent possible, and access to an advocate in order to understand, exercise, and protect your rights.
- The right to an interpreter: A person who translates orally for parties conversing in different languages.



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DCS commonly employs interpreters and also provides Spanish-language versions of commonly used forms.

The Boys & Girls Clubs in Tennessee: Several key elements of the Club Tech curriculum are available in both Spanish and English. Through the Family PLUS (Parents Leading, Uniting, Serving) initiative employed by the Boys & Girls Clubs of America, Clubs are making a concerted effort to bolster the families of the children they serve, offering diverse supports such as parenting skills classes, English language classes and food assistance. Boys & Girls Clubs of America has developed a comprehensive effort aimed at Latino youth and families. Launched in January 2004, the Latino Outreach Initiative focuses on bringing Latino youth into Clubs (providing transportation is a crucial strategy); hiring and developing talented, bilingual/bicultural staff; offering interest-based programs to attract Latino youth and parents; and ensuring sustainability by integrating the initiative into all levels of Club organizations, especially boards. One good example of the multi-cultural outreach in action is the Boys & Girls Club of Middle Tennessee, which has been serving the Nashville area since 1904. It has 400 volunteer and full-time employees and provides service to 5,000 children. This club is one of the most diversified clubs in the United States, with 19 different languages spoken at the club. The members are from ten different African countries, as well as Egypt, Israel, Puerto Rico, Haiti, and France.

G. Project Budget

Project Budget	
Federal Grant Request	\$2,469,792
Total Match Amount	\$1,159,170
Total Budget	\$3,628,962
Match Percent	31.9%

Projects Outside Recommended Funding Range:

- Not applicable.



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Sustainability:

By building a collaborative network of public-private partners, Computers 4 Kids (C4K) has positioned itself for success by leveraging the donation of time and resources by valued and well-respected partners such as the Tennessee Department of Economic and Community Development, the AT&T Foundation and CIBER, Inc. C4K will continue to pursue additional partnerships and seek supplemental funding to sustain the project based on the overwhelming success the program has already achieved in a short period of time.

Over the past three years, C4K has distributed 2,151 computers to children, families and community support centers in need across the state. The program has developed a well-respected brand that has won unprecedented support from across Tennessee's political board. More than 40 dignitaries from all ends of the political spectrum have stepped up to offer their support of the program and to participate in distribution events. From the Governor to state representatives and senators to congressman to city and county mayors, the support of the C4K program knows no bounds. The C4K program has also garnered an extensive amount of positive media impressions from media outlets across the state – capturing more than 8 million positive media impressions in less than three years. In October of 2009, C4K took home a 2009 TechStar Award from the Northeast Tennessee Technology Council for commitment of time and resources to improve the community through technology, further illustrating its impact.

The history of the Boys & Girls Clubs in Tennessee and the Department of Children's Services to reach and serve teens across the state speaks to the sustainability of this project. Both organizations are well-positioned to provide the support, transportation and access needed to successfully carry this project beyond the grant period and well into the future.

Finally, the ripple effect this project could have on sustainable broadband adoption across the state is substantial. Connected Tennessee's Tennessee Technology Trends reveals that Tennessee's low-income families with children, a group targeted by the C4K program, are more likely to adopt broadband when provided with a home computer. Coupled with the technology and career training elements of this project and the community awareness events promoting broadband adoption, all of which are designed to drive demand, this initiative could very well serve to be a catalyst for significant broadband adoption across Tennessee's most at-risk and vulnerable populations.



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Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	<p>Cash Match: The State of Tennessee thru the Department of Economic and Community Development is providing a cash match of \$369,000 which is 10% of the total budget. The funding is a match provided through an existing contract with Connected Tennessee and it will be used to purchase computers. These computers will be distributed to needy children throughout Tennessee under Connected Tennessee's Computers 4 Kids Program and The Department of Children's Services. These computers are an allowable cost under the Broadband Technology Opportunities Program eligible cost rules and OMB Circular A-122, Appendix B, Paragraph 15, Equipment Costs. However, these items do not meet the capitalization criteria as set forth in OMB A-122 and therefore will not be capitalized, depreciated or tracked as accountable property.</p> <p>In addition, CIBER is providing a cash match of \$10,000 which is .3% of the total budget. The funding is a grant match provided to purchase computers. These computers will be distributed to every Boys & Girls Club throughout Tennessee under Connected Tennessee's Computers 4 Kids Program. These computers are an allowable cost under the Broadband Technology Opportunities Program eligible cost rules and OMB Circular A-122, Appendix B, Paragraph 15, Equipment Costs. However, these items do not meet the capitalization criteria as set forth in OMB A-122 and therefore will not be capitalized, depreciated or tracked as accountable property.</p> <p>In-Kind Contributions: Microsoft Corporation has committed to donate 772 software licenses for Microsoft Windows 7 Professional Upgrade with SP3 and Office 2007 Professional for a unit cost of \$200 and \$500 respectively for</p>



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	<p>total matching costs of \$540,400 which represents 15% of the total budget. This software will be installed on the 772 computers purchased for The Boys & Girls Clubs in Tennessee and the remainder will be installed on the DCS computers. This software is an allowable cost under the Broadband Technology Opportunities Program eligible cost rules and OMB Circular A-122, Appendix B, Paragraph 15, Equipment. However, these items do not meet the capitalization criteria as set forth in OMB A-122 and therefore will not be capitalized, depreciated or tracked as accountable property. The contributor is not the applicant and will not be receiving any benefits derived from this project.</p> <p>iKeepSafe Software has committed in-kind contributions of \$15,000 in the form of electronic resources and training and 2,000 licenses for DVDs valued at \$7.95 each totaling \$15,900. Their in-kind contributions total \$30,900 or .9% of the total budget. These resources, training and licenses will be distributed to the Department of Children’s Services and The Boys & Girls Clubs in Tennessee. This software and training is an allowable cost under the Broadband Technology Opportunities Program eligible cost rules and OMB Circular A-122, Appendix B, Paragraph 15, Equipment. However, these items do not meet the capitalization criteria as set forth in OMB A-122 and therefore will not be capitalized, depreciated or tracked as accountable property. The contributor is not the applicant and will not be receiving any benefits derived from this project.</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>
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	<p>receiving any benefits derived from this project.</p> <p>All in-kind contributions meet the cost-matching requirements as set forth in the Round 2 Grant Guidance, Sustainable Broadband Adoption, BTOP, Section 1.5, Eligible Cost Purposes and Section 1.7, Cost Matching as allowable project expenses.</p> <p>Connected Tennessee is a wholly-owned subsidiary of Connected Nation, Inc., a 501(c)(3) non-profit corporation. Connected Nation (CN) has utilized an indirect cost rate of 43% on this grant request as well as other grants and is in the process of seeking approval for that indirect cost rate. CN proposes to utilize an indirect rate of half of that percent, or 21.5% as a match on the in-kind contributions valued at \$205,120.75 or 5.6% of the total budget. OMB Circular A-110, Subpart C, Section .23(b) allows for unrecovered indirect costs to be included as a part of matching with the approval of the Federal awarding agency.</p>
Unjust enrichment	<p>Connected Tennessee has not received and has not applied for any federal support for non-recurring costs in the area for which an award is being sought.</p>
Disclosure of federal and/or state funding sources	<p>NTIA has awarded Connected Tennessee approximately \$1.3 million for broadband data collection and mapping activities over a two-year period and almost \$500,000 for broadband planning activities over a five-year period in Tennessee, bringing the total grant award to approximately \$1.8 million.</p> <p>Connected Tennessee was the recipient of a state grant in May 2007 from the Tennessee Department of Economic and Community Development to establish a comprehensive broadband program including supply and demand components. The total grant was for \$6.675 million. As of March 31, 2010, all funds related to that grant will have been expended with the exception of \$369,600, which will be included as a cash match on this grant application.</p> <p>No other federal or state funding source will be utilized in the specifics of this grant application by Connected Tennessee or its</p>



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partners.

Budget Narrative	
Budget narrative	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED] Total personnel cost are \$506,492.50. CT may use other personnel to fulfill the requirements of the project.</p> <p>Fringe Benefits costs for CT are 21.45% of the personnel salaries and include health and other insurance, SIMPLE retirement contributions, accrued paid time off and employer taxes. Total fringe benefit costs are \$108,642.64.</p> <p>Travel Costs totaling \$42,802 include mileage, meals, and hotel but may also include other travel costs incurred. The costs budgeted are necessary to organize and attend training and computer distributions. Mileage and meal per diems are paid at applicable federal standard rates and hotels are estimated to be \$120 per night. CT may incur other travel costs as necessary.</p> <p>Equipment-Applicant Equipment-[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED] Total user</p>



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	<p>equipment costs are \$1,964,800. Other equipment may be purchased as needed.</p> <p>Supplies include printing costs, postage and office supplies. Total supplies cost are \$50,940. Other supplies may be purchased as needed.</p> <p>Contractual: Quarterly newsletters will be designed and sent to C4K recipients, along with a C4K website. Total contractual costs are \$7,500. Other costs may be incurred as needed.</p> <p>Indirect costs are included at a rate of approximately 43% of direct costs. While Connected Nation does not currently hold a federal indirect cost rate, CN has calculated its rate in anticipation of requesting an indirect cost rate from the Department of Commerce. Total indirect costs are \$947,785.42. Of the total, \$742,664.67 is requested in federal funding and Connected Nation will provide 21.5% or \$205,120.75 in matching costs.</p>
Budget reasonableness	<p>The comprehensive approach is necessary to positively impact and sustain broadband adoption in our projected service areas. This budget has been developed by our experienced project and management teams using data of similar broadband and technology planning programs to ensure that the objectives of the program are met. The unit prices are based on current assessments, existing competitive prices, federal rates, vendor rates or applying reasonable estimates based on industry standards resulting in reasonable per unit cost.</p> <p>Personnel & Fringe: [REDACTED]. In November 2009, an independent third party contractor conducted a salary assessment of CT positions using compensation data from the Economic Research Institute. Personnel costs totaling \$506,492.50 are based on the results of this study. CT fringe benefits are based on a historical average of 21.45% of personnel costs respectively for a total of \$108,642.64.</p> <p>Travel: The number of trips included in travel are needed to organize</p>



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	<p>and distribute computers and provide training. Each trip includes mileage, meals and hotel, as needed. The average round trip is estimated based on the geographical area and paid at the standard federal rate. Standard federal daily rates are used for meals. Hotel cost is based on market rates in the related areas.</p> <p>Equipment: Computer ownership is integral to increasing and sustaining adoption as such distributions are vital to the success of the program. The unit price of computers, software and other equipment is based on the most competitive price from CT's current supplier through an RFQ or on the current market rate. CT will purchase a minimal number of computers and peripheral equipment for project staff.</p> <p>Supplies: Printing and postage costs are needed to provide programmatic information to potential recipients or trainees. CT will require direct supplies to support the project. The per unit costs are based on current vendor rates or historical cost.</p> <p>CT has verified that all budgeted costs are allowable per OMB Circular A-122 and under BTOP eligible cost rules. The funding requested will be sufficient to complete the project.</p>
Demonstration of need	<p>Severe budget cuts resulting from the economic downturn have forced Tennessee state government to abandon various projects, even though they have proven to be successful in their mission. Connected Tennessee and its eCommunity Strategies program are not immune to the budget cuts affecting state agencies. Connected Tennessee no longer receives funding from state government to maintain the eCommunity Strategies process of local community engagement.</p> <p>For more details, please refer to the letter of support from Tennessee's Department of Economic and Community Development Commissioner Matt Kisber dated March 14, 2010, which is attached to the application, where he references the support of Computers 4 Kids as well as the current fiscal constraints of the State of Tennessee.</p>



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	Without the infusion of federal stimulus dollars, this project could not accomplish the mission of developing sustainable broadband adoption programs.
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Funds to States/Territories

States	Amount of Federal Grant Request
Tennessee	2,469,792

Funds to States/Territories Total: \$2,469,792

H. Historical Financials

Matching Funds			
	2007	2008	2009
██████████	██████████	██████████	██████████
██████████	██████████	██████████	██████████
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I. Program Benefits

Jobs	
How many direct jobs-years will be created from this project?	8
How many indirect jobs will be created from this project?	17



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How many jobs will be induced from this project?	14
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Methodology used to estimate jobs:

The jobs were calculated by using the Council of Economic Advisor’s guide job creation estimates as recommended by the NTIA BTOP Round 2 Grant Guidance. From the calculation, the project is estimated to create 39.4 jobs.

Of the total jobs, 64% of the overall jobs or 25.2 jobs created are estimated to be direct or indirect. The grant will create 3 positions for 2.5 years or 7.50 direct jobs, leaving an estimated 17.7 jobs being created as indirect jobs.

The remaining jobs created will be induced from the project. The number of induced jobs is 14.2.

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?	2100
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?	0
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?	58055
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	\$60.33

Measuring Adoption Impact:

Connected Tennessee will effectively track and measure improvements in broadband subscribership and use generated by the Computers 4 Kids project by administering three baseline studies and follow-up studies after a two-year period. The three studies will be conducted as follows:



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1. Boys and Girls Clubs Surveys: All 76 Boys and Girls Clubs will be required to participate in two organizational surveys that will be performed prior to the delivery of the computers to assess baseline broadband subscribership and computer usage and the follow-up survey that will occur after a two-year period. The survey will be administered electronically via SurveyMonkey.

The following variables will be assessed:

- Demographic information (race, gender) of users
- Computer availability and usage in community
- Broadband availability
- Internet activities (research, news, social networking, homework, chatting, e-mail, etc.)
- Training and development opportunities
- Impact of availability of computers on communities

The follow-up survey will be used to measure the changes in the variables outlined in the pre-distribution surveys.

2. Individual Youth Studies: Foster youth that receive computers through the Department of Children’s Services will be required to participate in individual surveys that will be administered either via SurveyMonkey or on paper. The Department of Children’s Services will assist Connected Tennessee in administering the surveys and tracking the students over a two-year period.

The following variables will be assessed:

- Demographic information (race, gender) of recipient
- Household information (number of people in the household, education level, etc.)
- Computer availability in household
- Level of competency in computer usage and broadband usage
- Broadband availability
- Internet activities (research, news, social networking, homework, chatting, e-mail, etc.)

3. Community Assessments: Connected Tennessee will also perform community studies to measure improvements in broadband subscribership. Connected Tennessee recently conducted research that established the subscribership baseline and broadband use across Tennessee.



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Connected Tennessee selected this method of conducting impact studies because this type of assessment is easy to use and provides overt, non-ambiguous results. In order to maintain the integrity of the research, Connected Tennessee will ensure that no external incentive will be provided to the recipients that might influence their responses to the surveys. Furthermore, the pre-distribution and post-distribution survey questions will remain fairly consistent in order to demonstrate clear project results.

Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	58055
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?	156
How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?	1

Describe their qualifications (training and experience):

Digital literacy training in this proposal employs expertise available through various project partners, including the State of Tennessee, Tennessee Career Centers, iKeepSafe, and the Boys and Girls Clubs of America (BGCA).

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

The primary interface for technology literacy programs are available through the BGCA’s Club Tech website and include:



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- Skill Tech & Skill Tech II. Basic software, hardware and network skills are provided to users as an introduction to technology and its byproducts.
- Digital Arts Suite. Animated tutorials in Web design, graphic design, digital photography, music making and movie making allow users to acquire valuable software interface skills.
- Digital Arts Festivals. Using skills learned via Digital Arts Suite, members can participate in local, regional and national competitions. National winners receive a free summer trip to a major U.S. city.
- NetSmartz. BGCA and National Center for Missing & Exploited Children alliance on topics such as Web safety, shopping online and Web ethics.
- Clay Tech. Clay animation provides members an educational, fun experience, exposing them to the art and science of creating animation.
- Robo Tech. Robotics program introduces members to robotics
- Game Tech. Club members learn the principles of game design and use those principles to create their own video games.

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?	0 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?	0

Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	4000000



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

Media Channels: With its experience in numerous states across the country, Connected Tennessee employs a communications team that conducts various outreach activities to raise awareness about the importance of sustainable broadband adoption. This team will employ local and state-level awareness campaign methods to inform and educate all Tennesseans with an emphasis on the communities receiving computers.

Computers 4 Kids (C4K) has conducted successful media events in Tennessee, leveraging over 8 million positive media impressions resulting from media events conducted in coordination with computer donations. These community-wide events were attended by a wide array of local and state-level legislators, community leaders, educators, students, private stakeholders, families and non-governmental entities. Projected calculations for this project are approximately 10.5 million media impressions over a 2 ½-year period.

Computer Distribution Public Events: Computer distributions through the C4K program will be accompanied by a county-wide public event designed to bring together recipients and public/private stakeholders to increase awareness of the importance of technology adoption and demonstrations of applications. The events are designed to garner community attention and also communicate messages about the economic and social benefits of sustainable broadband adoption. Because of their philanthropic nature, these events have received media attention in their communities with television and newspaper coverage—thus, allowing tens of thousands of people to receive each message.

Website Update: Connected Tennessee will fully leverage consumer interaction through its Web portal. The website will provide consumer-relevant messaging in connection with sustainable adoption, success stories, press releases, distribution events and announcements of new local broadband initiatives. The match service will allow individuals to find the trainer closest to them which will increase the likelihood of Tennesseans taking advantage of what this project has to offer.

C4K eNewsletter: A quarterly C4K newsletter will be submitted electronically to members and partnering organizations to bring awareness to local events, relay success stories, announce upcoming events and highlight grassroots projects. It will also be used to educate the community on topics such as cybersecurity and “how-to” tips.



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Press Outreach: Connected Tennessee will effectively encourage state and local media’s coverage of upcoming events and success stories. In the past, Connected Nation and its programs, including C4K, have leveraged coverage from powerful media outlets to county-level newspapers across Tennessee. An aggressive media approach is imperative, as it will help the media reach a large audience outside the eCommunity Leadership Teams and the populations located near the digital centers to communicate the message about the importance of sustainable broadband adoption.

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

Connected Tennessee plans to measure the progress of this awareness campaign using various methods, recognizing that the long-term metric for success will be an increase in the number of families of at-risk kids adopting broadband as well as recipients attending post-secondary education and job readiness training leading to job obtainment.

Monthly Measure. At the end of each month, Connected Tennessee will assess the usage of the Club Tech, Computers 4 Kids (C4K) and Connected Tennessee websites using Google Analytics. With the aid of this tool, Connected Tennessee will be able to analyze the traffic data, identify frequency of application usage, strengthen its marketing campaign and develop future Web tools based on the current trends. Some items to be tracked are page usage, referring sites, location of user and speed of connection.

Quarterly Measures. At the end of each quarter Connected Tennessee will measure and analyze three variables:

1. Number of recipients participating in the technology programs at the 76 Boys & Girls Club sites.
2. Number of recipients participating in career and job readiness training at the 80 career centers across the state due to awareness campaign.
3. Visits to and usage of the C4K website.

These quarterly reviews may suggest any necessary course corrections possible within the defined budgets. To the extent possible, Connected Tennessee will solicit demographic data for all variables to spot usage trends for vulnerable populations, which have traditionally-underused broadband.



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Semi-Annual Measures. Every six months Connected Tennessee will conduct the research necessary to measure:

1. Total number of new broadband subscribers statewide including low income families across the state. This information will be collected as part of Connected Tennessee’s State Broadband Data and Development Grant, obligated on December 28th, 2009.
2. Total media impressions for all TV, radio, newspaper and other media outlets. This data will be calculated using Vocus Public Relations software.

Connected Tennessee’s project managers and facilitators will continue to collect qualitative data from communities on local responses to the campaign and to identify individual and organizational success stories to publicize. Connected Tennessee will regularly share the quantitative data collected with the teams and the libraries (to use in their own evaluation reports) in an effort to seek refinements and interpretation to improve measurement methods and to prepare local groups for future initiatives in using broadband adoption to promote community and economic growth.

J. Project Readiness

Licenses and Regulatory Approvals

No license and regulatory approvals are required for this project.

Organizational Readiness

In May 2007, based on the recommendation of the Tennessee Broadband Task Force (co-chaired by State Senator Roy Herron and State Representative Mark Maddox), Governor Phil Bredesen awarded Connected Nation with a grant to implement a comprehensive broadband planning program for Tennessee, resulting in the formation of Connected Tennessee. The program had a number of components:

1. Create a statewide broadband map establishing a baseline of broadband availability.
2. Create a public-private partnership that would allow the public sector to work directly with the private sector to promote broadband availability and adoption.
3. Establish eCommunity Leadership Teams to perform a local benchmark on technology use in each community.
4. Establish a Computer 4 Kids (C4K) program that would work to get computers into the hands of at-risk kids across the state.



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Upon receipt of the grant, awarded by the Department of Economic Development and Community, Connected Tennessee, Connected Nation’s Tennessee subsidiary, began working to implement Tennessee’s statewide broadband strategy. The first objective was to create Tennessee’s first statewide broadband inventory map. Connected Tennessee has worked with over 60 different broadband providers including ILECs, CLECs, cable providers, ISPs, fixed wireless ISPs, mobile wireless ISPs and municipal providers to create this map. Tennessee was one of the first states in the country to create a broadband inventory map and has served as a model for the national broadband mapping strategy. The second objective was to establish leadership teams in each community of the state and complete a technology planning process which has resulted in strategic technology plans for the communities.

Additionally, the C4K program was created with the goal of being an innovative initiative designed to positively impact the future of children in need in Tennessee by awarding computers to deserving computer centers and to kids and families facing economic challenges, in the foster care system or struggling with behavioral disorders and other issues. Connected Tennessee is coordinating the C4K project with the State of Tennessee, the Department of Children’s Services and the Department of Human Services.

In addition to the past recipients, Connected Tennessee has formed partnerships with the Boys and Girls Clubs of Tennessee to identify clubs and centers across the State of Tennessee that would be able to utilize computers to benefit at-risk kids as well. Along with the awarding of computers, Internet and online curriculum would be available to the kids who need access the most.

With support from Connected Nation, Connected Tennessee will be able utilize the experience learned from the administration of past grants including the Delta Regional Authority, Appalachian Regional Commission, Bill and Melinda Gates Foundation and a number of states including Tennessee, Kentucky, Ohio and West Virginia.

Project Timeline and Challenges

[REDACTED]



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[REDACTED]

SPIN Number

K. Environmental Questionnaire

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

Yes

New desktop and laptop computers will be purchased to be put into existing facilities and given to individual recipients.

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

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

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

Yes



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

Yes

Training will be provided to recipients in existing structures, specifically existing Boys and Girls Clubs as well as existing career centers.

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

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



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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	C4K-OrganizationalChart.pdf	Ramage, Michael	03/12/2010
Management Team Resumes and Organization Chart	C4K-ManagementTeamBios.pdf	Ramage, Michael	03/12/2010
Government and Key Partnerships	Letter of Support_CIBER.pdf	Ramage, Michael	03/12/2010
Government and Key Partnerships	Letter of Support_Kisber, Matthew.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_Dept. of Labor.pdf	Ramage, Michael	03/11/2010
Government and Key Partnerships	Letter of Support_DCS Buford, Cheryl.pdf	Ramage, Michael	03/11/2010
Government and Key Partnerships	Letter of Support_DCS Corder, Audrey.pdf	Ramage, Michael	03/11/2010
Government and Key Partnerships	Letter of Support_DCS Covington, Gwendolyn.pdf	Ramage, Michael	03/11/2010



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Government and Key Partnerships	Letter of Support_DCS Hall, Chrystalyn.pdf	Ramage, Michael	03/11/2010
Government and Key Partnerships	Letter of Support_DCS Jones, Gwen.pdf	Ramage, Michael	03/11/2010
Government and Key Partnerships	Letter of Support_DCS Sage, Sharilyn.pdf	Ramage, Michael	03/11/2010
Government and Key Partnerships	Letter of Support_BGC Hurst, Lisa.pdf	Ramage, Michael	03/12/2010
Government and Key Partnerships	Letter of Support_BGC Bristol.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Chattanooga.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Cleveland.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Cumberland Plateau.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Dumplin Valley pdf.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Elizabethton.Carter County.pdf	Ramage, Michael	03/10/2010



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Government and Key Partnerships	Letter of Support_BGC Greater Kingsport.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Greeneville Greene County.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Johnson City Washington County.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Maury County.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Memphis.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Middle TN.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Monroe Area.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Morristown.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Northwest TN.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Oak Ridge.pdf	Ramage, Michael	03/10/2010



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Government and Key Partnerships	Letter of Support_BGC of Pulaski.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC of the Smoky Mountains.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC Rutherford County.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_BGC TN Valley.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_iKeepSafe.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_Jones, Sherry.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_Marrero, Beverly.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_Miller, Viola.pdf	Ramage, Michael	03/10/2010
Government and Key Partnerships	Letter of Support_Simpson, Lane.pdf	Ramage, Michael	03/10/2010
Historical Financial Statements	2009 CTN Financial Statements.pdf	Ramage, Michael	03/12/2010



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Historical Financial Statements	CTN 2007 audit report - FINAL.pdf	Ramage, Michael	03/12/2010
Historical Financial Statements	CTN 2008 audit report - FINAL.pdf	Ramage, Michael	03/12/2010
Historical Financial Statements	Letter_Shields, Rick.pdf	Ramage, Michael	03/12/2010
Community Anchor Institutions Detail	C4K-SBACommunityAnchorAttachment.xls	Ramage, Michael	03/12/2010
BTOP Certifications	BTOP Authentication and Certifications FINAL.pdf	Ramage, Michael	03/10/2010
Detailed Budget	C4K-SBADetailed Budget_FINAL_03.12.10.xls	Ramage, Michael	03/12/2010
SF424 A Budget	TN SF-424a.pdf	Ramage, Michael	03/12/2010
SF424 B Assurances - Non-Construction	Assurances Non-Construction FINAL.pdf	Ramage, Michael	03/10/2010
Supplemental Information	C4K-Timeline.pdf	Ramage, Michael	03/12/2010



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