OFFICIAL SUBMISSION TO
THE NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION
UNDER THE STATE BROADBAND DATA AND DEVELOPMENT GRANT PROGRAM
FOR THE STATE OF KANSAS

CONNECT KANSAS

STATE BROADBAND DATA AND DEVELOPMENT GRANT PROGRAM
AMENDED AND SUPPLEMENTAL APPLICATION

PROJECT NARRATIVE

July 1, 2010
PROJECT ABSTRACT

Current Funding: $1,974,083 ($1,474,083 mapping + $500,000 planning)

Approved Activities: Connect Kansas, on behalf of the Kansas Department of Commerce, applied for and received federal funds to support broadband mapping and planning activities in Kansas. Approved activities include collection, development, and verification of datasets as required by the NTIA as well as implementation of a web-based, interactive tool to inform state and local government officials, consumers, broadband providers, community development organizations, researchers, and other stakeholders of broadband information including location, available speed and type of service. Planning funds were allocated to provide for initial cost modeling and surveying efforts, the hiring of a State Broadband Planning Manager for 2.5 years and support of the first Kansas Broadband Summit.

Connect Kansas proposes funding for four projects:

$2,047,991: Data Gathering, Mapping, Verification, & Leading Practices Incorporation Total
Year 2: $75,000 Year 3: $632,085 Year 4: $657,335 Year 5: $683,571
Description: Data Gathering will be undertaken to ensure that datasets for mapping are complete & up-to-date during the remainder of the 5-year program period. Data integrated will be verified using several verification methodologies to ensure map accuracy, and Leading Practices will be identified and incorporated into the project as it progresses. The Connect Kansas online map portal will be enhanced via this project to provide more information to map stakeholders.

$1,542,488: State Broadband Capacity Building Total
Year 2: $324,950 Year 3: $361,292 Year 4: $419,856 Year 5: $436,390
Description: The existing program office will be enhanced to ensure that statewide stakeholders are engaged and involved. This category will support program staff and an employee of Kansas Department of Commerce, who will establish a new Kansas Broadband Task Force, support the work of Regional Planning Teams, support various broadband initiatives by and in the state, and conduct digital literacy and broadband adoption activities.

$1,744,428: Technical Assistance Program and Digital Literacy Programs and Grants Total
Year 2: $472,531 Year 3: $367,462 Year 4: $385,297 Year 5: $519,138
Description: Activities in both the broadband capacity building and local/regional planning teams categories will be supported by local benchmarking and assessments funded through the technical assistance function. Connect Kansas will provide technical assistance grants to demonstration and pilot projects to support local digital literacy efforts, conduct local cost modeling services, and develop an Enterprise Architecture to define and leverage stakeholder capabilities.

$1,239,345: Local/Regional Technology Planning Teams Total
Year 2: $546,963 Year 3: $544,183 Year 4: $85,693 Year 5: $62,506
Description: Connect Kansas will form 7 Regional Technology Planning Teams to provide train-the-trainer activities at the local level to foster local community planning which will be aggregated to assist statewide efforts, with local volunteer leaders representing key sectors as defined by the BDIA, with regular meetings, an annual summit, and benchmarking/planning deliverables.

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PROJECT NARRATIVE

Current Award: $1,974,083
New Award: $6,574,252
Total Award: $8,548,335

Currently Funded Activities: Connect Kansas, on behalf of the Kansas Department of Commerce, applied for and received federal funds to support broadband mapping and planning activities in Kansas. Approved activities include collection, development, and verification of datasets as required by the NTIA as well as implementation of a web-based, interactive tool to inform state and local government officials, consumers, broadband providers, community development organizations, researchers, and other stakeholders of broadband information including location, available speed and type of service. Planning funds were allocated to provide for initial cost modeling and surveying efforts, the hiring of a State Broadband Planning Manager for 2.5 years and support of the first Kansas Broadband Summit.

1. DATA COLLECTION, INTEGRATION, VERIFICATION AND DISPLAY (DATA COLLECTION AND RELATED ACTIVITIES)

Current Award: $1,474,083
New Award: $2,047,991
Total Award: $3,522,074

On March 31, 2010, Connect Kansas, on behalf of the Kansas Department of Commerce (KDOC), submitted the state’s initial SBDD dataset representing participation from approximately 83% of the Kansas provider community, or 80 of 96 total providers identified at the time of submission. Of the 16 providers that were not represented in the source data, 12 had either refused to participate in the voluntary program or have remained unresponsive to the numerous attempts at contact by Connect Kansas. The remaining 4 providers are currently in some form of progress toward data submission but were not able to either submit or verify coverage areas at the time of this submission.

In compiling this initial data set, Connect Kansas and its principals expended all commercially reasonable efforts to account for 100% of the known Kansas broadband provider community.

Data Gathering Methodology

Beyond the initial broadband data collection and submission to NTIA, provider outreach will continuously occur to ensure that the most up-to-date and accurate service area information is being collected and displayed on inventory maps. For each semi-annual update period, each viable broadband provider in the state will be contacted, via e-mail, phone, etc. to inquire about infrastructure or system updates and expansion. In some cases this may include, but would not be limited to, providers who offered services below the FCC’s definition of broadband but have since upgraded their facilities.

For providers who have previously submitted data to the mapping project, pre-populated information spreadsheets, electronic copies of the provider’s footprint (pursuant to the initial data submission) and

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the most recent version of the provider's service area map can be returned to them for their review and approval. Any changes that have occurred since the last update can be indicated spatially on the map or through the information spreadsheet.

Providers who have not participated before can fill in a new information spreadsheet and supply data to Connected Nation. Service area data can be submitted in a variety of formats, including but not limited to ESRI shapefile, CAD file, PDF, spreadsheet, hard-copy maps, text files and several others. Providers that have previously refused to participate or were non-responsive will be contacted again. Refusing providers will be directed to the state's broadband website so they can view the published maps and see how service data is used and displayed for the project. This map view also allows providers to visually understand the impact of the refusal to participate.

Connected Nation will also continue to review broadband documents, including the FCC 477 reports, Directory of Round 2 BIP Applications and Public Notice Responses and other relevant public documents to ensure that any new providers are also accounted for and contacted. Additionally, Connected Nation received data sets from providers that were unable to provide "approval" of the coverage plots and confirm the validity of the data in time to meet the initial submission. Pending approval, these data sets will be incorporated in subsequent submissions.

Process for Data Integration

Connected Nation will employ the tactics described in the "Data Gathering Methodology" section to continuously seek out new information from providers that participated in the initial submission to NTIA, process the data from providers that submitted information but were unable to provide approvals before the initial submission to NTIA, and will strive to break the barriers with those providers that were non-responsive and/or refused to participate in the initial data submissions to NTIA. This will include using the guidelines provided in NTIA's letter of June 10, 2010, titled "State Broadband Data & Development Program – Initial Submission – Technical Notes".

Connected Nation will continue to collect and process any data format available, as broadband providers maintain their service area data in many different formats, all in varying levels of complexity and granularity. In order to ensure that the data required by the NTIA is standardized across all providers and that it is as accurate as possible, Connected Nation translates and formats the data that providers are able to supply into a GIS shapefile. While several data formats have been submitted by providers and successfully translated up to this point, there is always the possibility of new data formats being introduced; in that case, Connected Nation will work closely with the provider(s) to ensure the supplied data are correctly translated into a GIS format. All provider data supplied to Connected Nation will be processed and maps returned to the providers for their review and approval. Following the NTIA requirements for provider data submission, Connected Nation will format and structure the spatial data into the appropriate feature classes of the NSGIC Model version 2.0. The geodatabase of provider information will make up the bulk of the data submission to NTIA.

Verification Methodology

Connected Nation's Engineering & Technical Services staff will be devoting a portion of their time on validation processes such as (a) random spectrum analysis studies, (b) identifying pre-selected vertical
assets and cross referencing provider submitted data against the Federal Communications Commission databases such as Antenna Structure Registration and/or the Universal Licensing System, (c) validating site information against data collection such as the physical coordinates using a handheld Garmin eTrex Summit GPS unit, (d) locating physical wire-line attributes (such as remote terminals, CATV plant, etc); and (e) digital photography which would capture images of transmit locations, head-ends, remote terminals, central office equipment, etc.

Time will be allocated for cross referencing public documents such as the Federal Communications Commission Form 477 data and conducting “on site” visits with pre-selected providers in order to both validate broadband distribution platforms and to build upon the relationships developed during the initial submission period to ensure continuous provider support and participation.

During the validation efforts and on site visits, certain common and consistent denominators will be used to ensure the highest quality of validation techniques. These may include wireless signal testing (using a spectrum analyzer) at Wi-Fi locations, at the transmit site of fixed wireless providers and at randomly selected sites for WiMAX and mobile providers. All locations will be subjected to speed tests using the test site (provided by Ookla Net Metrics) which is commonly available on every respective state’s website.

Another verification methodology encompasses consumer feedback with regards to the publicly available maps and analysis on broadband service areas. The primary mechanism of consumer feedback is in the form of broadband inquiries. These inquiries represent any type of communication received from the public regarding broadband service. Consumers are encouraged through the website and other outreach activities to provide feedback on the maps through the map website, e-mail, or by phone. With the additional proposed programmatic element of local/regional technology planning, this outreach and verification will now also be conducted on the ground through local planning teams. Once broadband inquiries are received across the state, this information is overlaid with the broadband availability information collected through the SBDD program. This allows for a real-world comparison of the broadband landscape to the information received from broadband inquiries. Broadband inquiries are able to provide three types of information: 1) Residents who do not have broadband service available and want it. 2) Residents who have broadband service available but want a different provider. 3) Residents who can offer localized information to help verify the accuracy of the broadband maps.

Through the aggregation of broadband inquiries in GIS format, a visual demand for broadband is presented. This form of “crowd-sourcing” allows for the ability to adjust broadband availability maps for accuracy. If information from residents differs from the broadband inventory maps, this allows Connected Nation to approach broadband service providers within a particular area to refine the data and map representation.

Finally, Connected Nation will access and use the aggregate data collected by FCC Form 477 that is being made available to the designated entity in each state or territory for purposes of broadband data verification. FCC Order 10-71, released on April 26, 2010, interprets P.L. 110-385 (the Broadband Data Improvement Act) to require the FCC release of this data to each state or territory participating in the BDIA.

Leading Practices

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A number of leading practices identified in the Grant Guidance have been implemented by Connect Kansas in the first year of the SBDD program. These include practices such as submission of data in geodatabase format, submission of speed information at a Census Block or wireless footprint level, integration of public data sources, provider feedback, direct assistance to small providers, "crowdsourcing" through the Connect Kansas online interactive map, and detailed descriptions of methodology. Moving forward, Connect Kansas proposes to implement a number of additional leading practices, with associated budget funding, including:

- Pricing – publicly available pricing data will be gathered through provider websites and phone calls to randomly selected addresses across a distributed sampling of the state. Per the suggestions contained within the Grant Guidance, pricing data sought will include price points per tier, required bundles, equipment rebates or costs, and incentive offers.
- Data Confidence Scales – this area will be explored for potential development and implementation and in coordination with the NTIA as future federal guidance on data confidence scales is released.
- Ongoing Verification Activities – ongoing verification will focus on areas of concern, based on information garnered from prior data collection and verification. Within these targeted areas of concern, a focus will be placed on field validation of platform availability and the promotion of online crowdsourcing tools such as interactive maps and web surveys.
- Surveys – in an effort to create cost-efficiency gains, the state level survey research conducted as a means of data verification in Year 1 will be transferred to a related project within the program, combining state level data collection with local level data collection into one survey, for enhanced data and reduced fixed costs across the program. These local-level surveys will continue to validate broadband availability among a statistically significant sample of all households as well as a statistically significant sample of rural households, in accordance with NOFA requirements, while simultaneously validating availability among a statistically significant sample of addresses in each Kansas county. Meanwhile, these surveys will capture data on technology usage and barriers to adoption at the local level, in support of a number of BDIA purposes.
- In-person community engagement – meetings with community leaders and residents to verify and discuss the results of the data collection will be conducted through the local and regional technology teams proposed as a complementary project within this program, at no additional costs to the data collection project.

Display

The expanded opportunity of the State Broadband Data and Development grant program positions the state of Kansas to improve upon its original vision for the SBDD grant in terms of data accessibility as well as its utility in aiding planning and collaboration efforts.

The current Connect Kansas website (www.connectkansas.org) supports several stakeholder groups in the advancement of the programmatic goals of the SBDD program in Kansas. To the most general program stakeholder, the portal facilitates access to the broadband state level map through the online map application, as well as other salient information pertinent to the SBDD effort within the state. In
addition to serving the accessibility need as prescribed in the original NOFA, it is an integral part of the data acquisition as well as the accuracy and verification methodologies employed in the mapping effort.

II. Other SBDD Program Purposes

STATE BROADBAND CAPACITY BUILDING

NAME: Kansas Program Office and Kansas Broadband Task Force

FUNDS AWARDED: $0
FUNDS REQUESTED: $1,542,488

PROBLEM: The state of Kansas needs to establish and implement the necessary framework and organizational structure to develop and lead a coordinated initiative for broadband capacity building, continued broadband inventory mapping, local and regional technology planning, technical assistance and increased broadband adoption/literacy.

SOLUTION: Working through the Connect Kansas initiative, which is already established in the state and conducting broadband mapping activities, the state of Kansas will provide support for the State Broadband Policy & Program Director (an employee of the Kansas Department of Commerce) and enhance the Kansas program office. This category also funds a Regional Broadband Coordinator as support staff, which will be recruited, hired, and located in Topeka. This person will assist in managing program operations and support the work of the State Broadband Policy & Program Director. This person would provide support to the planning process, oversee the development and operation of the regional and local team planning process, conduct presentations, support development and administration of the grant program envisioned by the technical assistance grant category, manage cataloguing and outreach efforts, coordinate with state agencies on planning and syncing strategy with the state broadband plan, and similar tasks. The concept is to free the State Broadband Policy & Program Director to work on more strategic areas, including executive outreach and coordination/engagement with stakeholders, legislators, and the public, while still performing prime work on the purposes envisioned in the initial SBDD grant.

The requested funding in this project category will also seek to identify and support other state efforts to increase broadband capacity, such as but not limited to:

1. Integrate the state broadband effort with round-one initiatives to develop a Health Information Exchange (HIE) per ARRA. Support could include field research and resource support to increase the likelihood of success for the state’s health technology efforts, currently coordinated by the Kansas Department of Health and Environment.
2. Integrate the state broadband effort with the other non-profit/foundation broadband grant programs aimed at improving and maintaining broadband connections at local Kansas libraries. Capacity support could include staff and resource support and/or the funding of joint efforts to support community anchor institutions.
3. Provide additional financial support to the Kansas Broadband Task Force for use at their discretion for consulting services or other technical support. Resources may be deployed once information is obtained from cost modeling and/or surveying efforts from Round 1, or from
feedback obtained via the seven regional support staff outlined in the Local/Regional Technology Planning Teams category.

4. Provide supplemental management consulting support for strategic planning development and best practices. Purposes for this may include items such as organizational structure recommendations, meetings and focus group facilitation, ad hoc analysis as needed to support building buy-in for a sustainable framework.

5. Look for ways to coordinate with Kan-Ed, the state's lead agency on providing technology to education and healthcare anchor institutions. The goal of such efforts would be to build additional, sustainable capacity and reach additional anchor institutions with broadband technology.

With the guidance of the Kansas Broadband Task Force and working in coordination with the Regional Planning Teams envisioned by the Local/Regional Planning Teams grant category, the State of Kansas will seek new partnerships with educational and healthcare institutions (community anchor institutions) and broadband service providers to leverage data collection outputs to create additional pilot demonstration projects and to achieve specific broadband adoption rate goals. Demonstration and awareness of broadband services capability and digital literacy improvement will be a goal.

The program office will work in coordination with the regional planning teams to catalog digital literacy and broadband adoption-focused efforts across the state.

Connect Kansas and the Kansas Broadband Task Force will coordinate and leverage the work of several different activities currently underway (such as broadband mapping and the Connect Kansas portal, which functions as a point of public information about broadband for Kansans) or proposed as part of this application (broadband capacity building, statewide and local research, statewide broadband summits, statewide and local technology plans, demand aggregation, technical assistance, digital literacy programs and grants and other activities identified by the Task Force or program office), ensuring that all activities are developed as part of a cohesive and comprehensive statewide initiative.

OUTCOMES AND BENEFITS: In addition to the Kansas Broadband Policy & Program Director and the Kansas program office functioning to manage the Connect Kansas initiative, including but not limited to all activities proposed in this grant submission, the Kansas Broadband Task Force will, at a minimum:

- Collaborate to identify and help provide guidance and solutions for Kansas’s evolving broadband challenges
- Develop and maintain ongoing strategic plans with specific goals and recommended action for increasing the availability and adoption of broadband statewide
- Assess current programs to improve broadband growth and adoption, and making recommendations on program improvements and creation of new programs in Kansas

As a part of these activities, Connect Kansas, on behalf of the Department of Commerce and the Kansas Broadband Task Force, will fulfill many of the activities laid out by the grant guidance document, resulting in a dynamic and research-based state broadband plan, ongoing program assessment across localities, coordination of broadband related activities across state agencies and among state level organizations, an annual statewide broadband summit to include both public and private, for-profit and non-profit Kansas stakeholders, digital literacy programs and grants, and aggressive engagement of

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consumers and the public through the use of media, events (working in conjunction with regional planning teams), and the Connect Kansas web portal.

COST: Impact studies of similar programs conducted in other states demonstrate that the funds expended over four years for state broadband capacity building, in conjunction and harmony with resources provided for broadband mapping, planning, technical assistance and regional technology planning teams, will transform the technology and broadband readiness of Kansas.

Research indicates that the projects proposed through this grant application will result in significant increases in broadband adoption at levels above what otherwise would have occurred absent these projects. For example, between 2008 and 2010 in Ohio, where Connect Kansas’s sister program Connect Ohio has operated since 2008, home broadband adoption has increased by eleven percentage points, more than double the national growth rate of five percentage points during a similar time period. In Tennessee, the Connected Tennessee program has resulted in a nine percentage point increase in statewide home broadband adoption between 2008 and 2010, with even higher broadband adoption growth measured among Tennessee’s vulnerable populations, including an 11 percentage point growth among minorities, 13 percentage point growth among elderly residents, 16 percentage point growth among households with children, 17 percentage point growth among adults with disabilities, 18 percentage point growth among rural residents, and 20 percentage point growth among low-income households.

A number of research studies have directly linked broadband adoption increases to overall strengthening of the economy, and it is expected that similar increases will yield similar economic benefits in Kansas.

By linking the activities of state broadband capacity building with broadband mapping, technical assistance, support for digital literacy by indigenous local groups, and regional technology planning teams, the funds expended in this program category will yield greater efficiency and effectiveness. The Program Office and Broadband Task Force will direct and enhance activities in other program categories, and activities in other categories will inform and strengthen the ability of the Program Office and Task Force to craft the state’s technology plan, assessments, and solutions.

SBDD PURPOSE: The activities undertaken in the state broadband capacity building portion of the Connect Kansas initiative will directly address the following SBDD-related purposes:

"... (2) to identify and track the areas with low levels of deployment, the rate at which residential and business users adopt broadband service and other related information technology services, and possible suppliers of such services;

(3) to identify barriers to the adoption of broadband service and information technology services;

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4 For example, Gillett, Sharon; Dr. William Lehr; Carlos Osorio; and Marvin Sirbu, “Measuring the Economic Impact of Broadband Deployment.” Feb 2006. Also, The Economic Impact of Stimulating Broadband Nationally. Connected Nation. February 2008.
... (6) to collaborate with broadband service providers and information technology companies to encourage deployment and use;
... (8) to collect and analyze detailed market data concerning use and demand for broadband service;
(9) to facilitate information exchange regarding use and demand for broadband services between public and private sector users; ..." (source: P.L. 110-385)
TECHNICAL ASSISTANCE

NAME: Connect Kansas Technical Assistance Program and Digital Literacy Program and Grants

FUNDS AWARDED: $0
FUNDS REQUESTED: $1,744,428

PROBLEM: Reliable, local research on technology usage, needs, and barriers among Kansas residents and businesses is necessary to develop cost-effective programs for local broadband planning, application development, digital literacy, and improved computer ownership and Internet use. Without credible research at the local level, local or regional planning teams are forced to make assumptions about what strengths and weaknesses exist in their community. Additionally, this type of research is needed on a recurring basis to effectively benchmark technology use and evolving barriers/needs, as well as to identify best practices programs and to measure the impact of state and local programs over time. Currently, there is no publicly available source for local data on technology use and barriers to use.

Additionally, there is a need to facilitate expansion of digital literacy pilot projects that can leverage willing private sector partners into a coordinated effort run by the State Broadband Policy & Program Director.

Solution: To assist Kansas's regional technology planning teams in producing actionable and cost-effective plans for improved broadband and IT use, a series of statistical telephone surveys will be conducted at the state and county levels to track and understand the local challenges related to broadband and computer use. Residential surveys will measure the rate of home broadband adoption, computer ownership, online application use and frequency of use, barriers to home broadband adoption and computer ownership, prices paid for broadband service, and similar broadband related questions across demographics in each county, producing statistically significant results at a county level. These county level residential surveys will be conducted in the first year and the final year of the project. Additionally, state level residential surveys will be conducted once during each of the two interim project years to provide statewide measurements and macro insights on how technology use is changing from year to year across demographics. Annual telephone surveys will also be conducted among a statistically significant sample of businesses across the state, with quotas set for industry sector and business size.

NOTE: The State of Kansas reserves the right to structure the survey work as the State sees fit once more information is available from various sources, including feedback from the soon-to-be convened State Broadband Task Force, the proposed seven regional planning efforts, and survey and cost modeling efforts funded through the State’s original SBDD award. Though this application is structured to show a budget and narrative for one method this survey work could take, the State envisions the possibility of approaching NTIA with an amended structure, including but not limited to change in the direction of the types of surveys required to benefit the State of Kansas, as well as choice of vendor/partnership to best accomplish the State's mission.

Also, the Connect Kansas program will work in coordination with the State Broadband Policy and Program Director to develop and administer a grant program established within the Kansas Department
of Commerce State Broadband Policy & Program Director, to support expansion of local digital literacy efforts that target specific goals in broadband adoption.

This category would include demonstration and pilot projects (existing and newly established) focusing on mitigating core barrier issues for adoption.

For example:
The State Broadband Policy & Program Director, with support from Connect Kansas, will seek to partner with retailers such as Best Buy, Staples, and Wal-Mart to allow their floor staff or other appropriate professionals to work with the regional technology teams in presenting / instructing consumers on the benefits, uses and capabilities, and quality of life improvements possible through broadband adoption. This would include explaining fact-based potential cost savings achieved through broadband adoption.

The State Broadband Policy & Program Director, with support from Connect Kansas, will also seek to partner with Internet service providers to initiate local digital literacy and broadband adoption programs modeled after existing efforts focused on middle school-aged children in low income households that do not currently receive broadband service at home.

Principle elements of this initiative will include:
- Digital literacy education, including online safety training
- Discounted desktop or laptop computers enabled for Internet connectivity
- Discounted broadband service to households currently without broadband service

Local Cost Modeling
In addition, a portion of the funding requested within the Kansas Technical Assistance project will be used to provide cost modeling services for local and regional foci.

Enterprise Architecture
To assist the Kansas State Broadband Policy & Program Director in achieving the aforementioned scope, the Connect Kansas program proposes the development of an Enterprise Architecture (EA) to appropriately define and leverage the capabilities of a diverse stakeholder universe. The success of the Connect Kansas program is largely dependent on the ability to bring together these disparate stakeholders to define and achieve common, programmatic objectives.

Connect Kansas expects to use this EA program to drive performance improvements in the following areas:
- stakeholder relationship management (who is involved in broadband in federal, state, local government as it relates to Kansas)
- business processes (e.g., permitting for right-of-way for laying fiber)
- business partners (private sector providers in Kansas, third parties involved in broadband promotion)
- community anchor institution relationships as it relates to broadband
- state assets that could be used (rented, like towers, or otherwise leveraged) at the state
- upcoming/planned initiatives across state agencies where funding could be leveraged to accomplish part of the overall effort’s goals. That is, it could be that Health Information Exchange funding might partially fund surveys, or studies that benefit both efforts
To launch the Connect Kansas EA, the program can leverage state institutional knowledge through existing resources such as the Kansas Information Technology Office and the Kansas Information Technology Architecture program.

Outcomes/Benefits: Local, county research will ensure that Kansas’s regional technology planning teams have access to reliable, current, community-specific data as they work to develop realistic goals and actionable strategic plans to meet Kansas’s specific community needs. County level residential surveys in the first year and the final year of the project will enable both effective program development as well as a mechanism for measuring the impact of state and local programs over time and across various demographic groups. This process allows for identifying best practices – those programs evidenced to be most effective, and those programs which may need assistance to produce greater results.

Coordinated digital literacy efforts will elevate outreach to consumers, bring high-level private sector partners into the Connect Kansas partnership, and provide targeted assistance to low-income, at-risk individuals and households.

Cost: In an effort to create gains in cost-efficiency, state level surveys have been shifted from the Data Collection project (data verification) into the Technical Assistance project. This shift enables state level surveys to be conducted in concert with county level surveys, thus capitalizing on the natural fixed costs of survey research and realizing economies of scale through survey bundling across geographies. Additionally, annual surveys have been scheduled to allow for micro level data when it is most necessary, as this granular data collection is more costly than state level data collection. To that end, county level surveys will be administered only at the beginning and the end of the project for cost-efficiency. Interim state level surveys will produce a more macro view of evolving demographic trends in technology usage, which can be extrapolated and applied at a local level using the original county level data as a comparison, without the higher costs of interim county level surveys.

Additionally, private sector partners will provide in-kind donation of staff instruction as part of the retailer portion of the digital literacy grant program. In-kind contributions from providers in Kansas are expected to include creative campaign design, production and execution of public service announcements in targeted communities, discounted subscriber fees and contribution of computer equipment. Further, the Program Office will seek partnerships for this program with computer technology manufacturers. This program has already been endorsed by service providers with operations in Kansas, including: Eagle Communications; Time Warner; Charter Communications; Mediacom; Cox Communications; and Comcast.

SBDD PURPOSE: The research activities undertaken in this portion of the initiative will directly address the following SBDD-related purposes:

"... (2) to identify and track the areas with low levels of deployment, the rate at which residential and business users adopt broadband service and other related information technology services, and possible suppliers of such services; (3) to identify barriers to the adoption of broadband service and information technology services; ... (8) to collect and analyze detailed market data concerning use and demand for broadband service; (9) to facilitate information exchange regarding use and demand for broadband services between public and private sector users; ..."

(source: P.L. 110-385)
The digital literacy activities undertaken in this portion of the initiative will directly address the following SBDD-related purposes:
(6) to work collaboratively with broadband service providers and information technology companies to encourage deployment and use, especially in unserved areas and areas in which broadband penetration is significantly below the national average, through the use of local demand aggregation, mapping analysis, and the creation of market intelligence to improve the business case for providers to deploy; and (7) to establish programs to improve computer ownership and Internet access for unserved areas and areas in which broadband penetration is significantly below the national average;"
LOCAL/REGIONAL TECHNOLOGY PLANNING TEAMS

NAME: Connect Kansas Local/Regional Technology Planning Teams

FUNDS AWARDED: $0
FUNDS REQUESTED: $1,239,345

PROBLEM: State level activities cannot be relied upon to “trickle down” equally to every community in a state, and empowering local communities with necessary tools to assess needs and identify solutions is more effective in crafting local plans, increasing local broadband adoption, and spurring the creation of local web-based applications that improve quality of life and the “value proposition” of broadband to households and small businesses.

SOLUTION: Working in concert with the Department of Commerce and the Kansas Broadband Task Force, and using the technical assistance activities described above, Connect Kansas will form seven (7) Regional Technology Planning Teams, whose work will be front-loaded into the first two years of the four-year program period and will work to create and guide local broadband teams. This category establishes a sustainable ecosystem of regional and local technology planning teams throughout Kansas. The Connect Kansas regional broadband coordinator will work in coordination with seven regional broadband coordinators who operate out of existing regional offices to identify specific and relevant community leaders to serve as local technology champions. Through a train-the-trainer approach that uses Connected Nation methodology and best practices for local technology planning, these local champions will build community broadband teams that will leverage the program’s technical assistance tools (maps, research, grant resources) across community sectors to establish specific goals, recommendations, and action plans at the community level. These community plans will also be assimilated at a state level to support the ongoing state strategic planning process. The teams will represent volunteer local leaders from key community sectors, including:

- Healthcare
- K-12 education
- Higher education
- Government
- Business and Industry
- Agriculture
- Libraries
- Community-based organizations
- Telecommunications organized labor entities
- Tourism, Recreation and Parks

Annual statewide summits will be held for all program participants to share best practices across localities and community sectors.

The regional broadband coordinators will be new hires into an existing Kansas-based infrastructure or organization. The statewide Broadband Policy & Program Director and the Regional Broadband Coordinator of the program office will work jointly to identify an effective Kansas partnering organization with a regional presence aligning with the natural state division of seven (7) territories.
This partnership will produce a tiered, train-the-trainer approach to regional and local technology planning in Kansas, with a continuous loop to the state program office and task force, thereby generating a cohesive and sustainable framework for long-term strategic implementation and cost-effective use of broadband technology at the state, regional, and local levels.

Under this approach, regional and local leaders will assemble to develop and implement technology growth strategies for each constituency throughout Kansas. Benefitting directly from the technical assistance activities of the Connect Kansas program, teams will benchmark technology use, set goals for improved technology use, and develop tactical business plans for efficient technology expansion across community sectors.

Each team, working with staff from the state Program Office, will conduct regular meetings throughout the planning period as part of the assessment and planning activities, and will continue to participate in local team activities after the initiative has identified and begun to implement technology solutions. The regional broadband coordinators will meet on a quarterly basis in Topeka.

The local teams will satisfy all of the expected activities set forth in the BDIA and identified by NTIA in the grant guidance document, including benchmarking of technology use across relevant community sectors; setting goals for improved technology use within each sector; and development of a plan for achieving its goals, with specific recommendations for web-based application development and demand creation.

OUTCOMES AND BENEFITS: As each regional and local planning team implements and completes its work, each county will gain a specialized local broadband plan, informed by county-specific research data, providing a technology road map that every Kansas county can follow to derive rapid and meaningful benefits from broadband deployment and increased broadband adoption. At a state, regional, and local level, there will be an established framework of broadband engagement and clear understanding of the benefits of broadband adoption and challenges to both increased broadband deployment and usage.

Further, the incorporation of robust volunteer participation at the state, regional, and local levels will harvest civically-minded and motivated individuals committed to the well-being and future of their communities and likely to remain invested in developing innovative technology solutions for Kansas.

COST: Using a train-the-trainer approach to technology planning builds a cost-efficient and self-sustaining infrastructure for long-term planning and implementation at the regional and local levels, empowering community volunteers to remain vested in developing smart broadband solutions and making effective use of limited resources across community sectors and anchor institutions.

SBDD PURPOSE: The activities undertaken in the technical assistance portion of the Connect Kansas initiative will directly address the following SBDD-related purposes:

- (3) to identify barriers to the adoption of broadband service and information technology services;
- (5) to create and facilitate by county or designated region in a State, local technology planning teams;
- (6) to collaborate with broadband service providers and information technology companies to encourage deployment and use;...
(9) to facilitate information exchange regarding use and demand for broadband services between public and private sector users; ...” (source: P.L. 110-385)
PROJECT CONCLUSION

"High-speed Internet is crucial to our economy, our ability to serve citizens and our overall quality of life. We look forward to utilizing these Recovery Act funds to advance the Connect Kansas initiative and better serve our rural communities."
-- Kansas Governor Mark Parkinson

"Rural Kansas remains crucial to our state’s economy and heritage. We’re excited to move forward with the Connect Kansas initiative and increase broadband access in rural Kansas, which will benefit our state economy, create new Kansas jobs and help us fulfill the mission of the federal Recovery Act."
- Carole Jordan, Director, Rural Development Division, Kansas Department of Commerce

The State of Kansas has a distinct need to ensure broadband access to all of its citizens, particularly those residing in rural areas of the state. In addition, with the assistance of Connected Nation, Kansas has identified areas and counties in the state which have a high proportion of at-risk households that are less likely to have adopted available broadband.

Kansas has aggressively embraced the opportunity to jump-start broadband development presented by President Obama’s American Recovery and Reinvestment Act by hiring a State Broadband Policy and Program Director, whose responsibilities include oversight and engagement with Connect Kansas, Kansas’ broadband initiative.

Preliminary data collected by Connect Kansas indicates that:

- The single biggest barrier to broadband adoption in Kansas is relevance, or a lack of understanding of the value broadband can provide in the home. 41% of survey respondents indicate a lack of awareness of broadband’s value.\(^5\) (The national average is 19%.\(^6\))
- Only 64% of rural Kansas households subscribe to broadband, eight percentage points behind the state average.\(^7\)

These early data indicate that the largest barriers to adoption in Kansas are similar to those reported elsewhere in the U.S., and that at-risk demographic groups (minorities; low-income households; individuals without a college degree; seniors) all adopt broadband at lower than average rates.

Connect Kansas, in close consultation with and on behalf of the Kansas Department of Commerce, has identified a forward-looking strategy to utilize the State Broadband Data and Development Grant Program beyond broadband inventory mapping to create, foster, and seed sustainable broadband related activities that will encourage broadband deployment and higher rates of broadband adoption, with a particular focus on rural Kansans.

Several core project areas will operate under the Connect Kansas “umbrella” as one comprehensive initiative. The State of Kansas and the Department of Commerce will partner fully to direct and assist

\(^5\) 2010 Connect Kansas Residential Technology Assessment
\(^6\) FCC OBI Working Paper Series #1, “Broadband Adoption and Use in America”
\(^7\) 2010 Connect Kansas Residential Technology Assessment
the Connect Kansas program in the execution of the program activities outlined in the preceding grant proposal.

Connect Kansas will continue to refine and improve broadband mapping activities as outlined by the grant guidance provided by NTIA, including data gathering, integration, verification, and incorporation of mapping leading practices. The program will also expand the Connect Kansas web-portal and interactive map's utility as a one-stop portal for broadband inventory and technology trends.

To supplement the online presence of Connect Kansas, Kansas intends to use SBDD funds to enhance the existing Kansas program office in Topeka, KS, which will be staffed by Connect Kansas support personnel. Funds from the State Broadband Capacity Building portion of this project will also support the work of the State Broadband Policy & Program Director, an employee of the Kansas Department of Commerce, which exercises oversight of the Connect Kansas initiative and will lead an effort to newly establish a Kansas Broadband Task Force, incorporating representative stakeholders from key areas of state, regional, tribal and local governments, the business sector, education sector, healthcare sector, and nonprofit sector stakeholders.

The Program Office will oversee local benchmarking and assessment of technology trends, which will inform additional program activities. These activities will include the active development of digital literacy programs and support, outreach and educational activities across the state and which will include annual Kansas Broadband Summits and Tech Days, and the identification and support of other state efforts to increase broadband capacity, which may include healthcare, libraries, and education.

A robust regional planning framework will be established by the program which will encourage regional and local planning and the development of partnerships at the state, regional, and local levels with community anchor institutions and broadband service providers. To support the work of the Kansas Broadband Task Force, the regional planning teams and local planning teams, Connect Kansas will conduct local benchmarking and assessment activities, as described in the Broadband Data Improvement Act.

The State of Kansas has worked with Connect Kansas to develop a Digital Literacy Grant Program to support demonstration and pilot projects focusing on mitigating core barrier issues to broadband adoption.

A train-the-trainer approach will be used by the regional planning teams to assist local communities in the planning process, and this grant program contains local cost modeling services for local and regional stakeholders, as well as the development of an Enterprise Architecture to define and leverage the diverse capabilities of the state's broadband stakeholders.

The State of Kansas has fully invested in the development and program concepts of the Connect Kansas initiative. The activities described in the preceding grant application represent an approach to broadband leadership and improvement that Kansas believes present the greatest opportunity to leverage SBDD resources to positively impact the largest number of Kansans. The Department of Commerce and specifically the State Broadband Policy and Program Director will be involved at all stages of the Connect Kansas initiative to ensure that other resources available to assist in Kansas's
broadband development are available and that the program is providing the benefits envisioned and described in this document.
OFFICIAL SUBMISSION TO
THE NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION
UNDER THE STATE BROADBAND DATA AND DEVELOPMENT GRANT PROGRAM
FOR THE STATE OF KANSAS

STATE BROADBAND DATA AND DEVELOPMENT GRANT PROGRAM
AMENDED AND SUPPLEMENTAL APPLICATION

BUDGET NARRATIVE

July 1, 2010
OVERVIEW

The purpose of this narrative is to break down the costs for personnel, fringe benefits, travel, equipment, materials/supplies, and subcontracts involved in this project, as well as to depict the in-kind contributions, indirect costs and other expenses that will occur. The costs for years 3-5 reflect a 4% Cost of Living adjustment. Connected Nation, through its subsidiary, Connect Kansas, will implement the project activities on behalf of the state of Kansas.

Unless otherwise specifically stated, all costs are requested from federal sources.

GIS Staff

July 1, 2010
Engineering and Technical Services

Information Technology
Fringe Benefits

Fringe Benefits are projected as a percentage of the personnel's annual salary calculated as follows: Employer's FICA Tax (7.65%), Unemployment Tax (.5%), Health/Dental/Vision Insurance (5.7%), Disability & Life Insurance (.6%), Accrued Paid Time Off (3.6%), SIMPLE match (3%), Gym benefit (.1%) and Professional Development (.3%). The total projected percentage cost will be 21.45% of the personnel salaries. Projected fringe benefit cost for Year 3 is $37,181, Year 4 is $38,669, and Year 5 is $40,213.

Connected Nation may implement additional fringe benefits as needed.
Projected Travel Costs

Travel costs associated with Broadband Mapping will support the project’s ability for staff to be in the field for data collection, field validation and stakeholder management efforts. For purposes of this narrative, costs are based on the following assumptions: Airplane travel cost is based on a round-trip airfare of $520. Hotel room cost is based on per room rates (including tax) of $208 per night. Rental car expense (including fuel cost) is projected to be $94 per day. Per Diem allowance for meals is $54 per day based on the current standard federal per diem rate. Mileage is based on $.52 per mile. Each of the above rates listed are for project year 2 with subsequent years increased by a 4% inflation adjustment.

Travel costs consist of planned trips by various categories of employees or consultants. For purposes of this budget in-state travel refers to travel within driving distance while out-of-state travel refers to travel requiring an airfare and rental car. When out-of-state travel is required, the average round-trip miles to the airport are assumed to be 120 miles.
The total travel costs attributable to this project are $29,763 in Year 3, $30,957 in Year 4, and $32,181 in Year 5.

Connected Nation may incur additional travel expenses as needed to fulfill the requirements of this project.

Equipment

BroadbandStat provides a comprehensive mapping portal for states to manage broadband stimulus projects and activities through the ARRA. Using the ArcGIS Server and its API mapping technologies to incorporate broadband mapping and survey data with demographic and topographic data from the Census Bureau, and other reputable data sources, BroadbandStat provides not only a user-friendly GIS viewer to understand and track broadband deployment over time, it also provides an analytical tool for prioritizing unserved and underserved areas, evaluating and tracking stimulus projects, and enabling taxpayers with full transparency and accountability of broadband stimulus funding in their state.

BroadbandStat empowers states to:

- Leverage the best-of-class, geographic informatics for broadband decision-making
- Build and evaluate scenarios to help score and prioritize broadband proposals
- Provide data-based support for effective grant-making
- Facilitate project investment tracking over time
- Provide access-based tools that are relevant and meaningful for specific audiences, including government agencies, consumers, community leaders, broadband providers, and media

ArcInfo and ArcGIS software has been purchased and will be used to map the broadband and Community Anchor Institution data received. ArcInfo will allow Connected Nation to process the multitude of data formats that are received from the various broadband providers who have different
levels of digital data available for their networks.

The total amount of equipment costs attributable to Kansas is $12,522 in Year 3, $13,023 in Year 4, and $13,543 in Year 5.

Connected Nation may purchase other equipment as needed to fulfill the requirements of this project.

Materials/Supplies

The total cost of Material/Supplies attributable to this project is $3,245 for Year 3, $3,375 for Year 4, and $3,646 for Year 5.

Connected Nation may purchase other materials and supplies as needed to fulfill the requirements of this project.

Subcontracts
The total subcontractor costs budgeted for this project is $370,601 with $118,800 in year 3, $123,518 in year 4 and $128,283 in year 5.

Connected Nation may engage other subcontractors as needed to fulfill the requirements of this project.
Other

Outreach and Education

Leading Practices

Many leading practices identified in the Grant Guidance have been implemented by Connect Kansas program in the first year of the SBDD program. Moving forward, Connect Kansas proposes to implement a number of additional leading practices, such as:

- Pricing – Per the suggestions contained within the Grant Guidance, pricing data sought will include price points per tier, required bundles, equipment rebates or costs, and incentive offers.
- Data Confidence Scales – this area will be explored for potential development and implementation and in coordination with the NTIA as future federal guidance on data confidence scales is released.
- Ongoing Verification Activities – in particular a focus will be placed on field validation
- Surveys – in an effort to create cost-efficiency gains, the state level survey research conducted as a means of data verification in Year 1 will be transferred to a related project within the program, combining state level data collection with local level data collection into one survey, for enhanced data and reduced fixed costs across the program.
- In-person community engagement – meetings with community leaders and residents to verify and discuss the results of the data collection.

In order to implement these leading practices, Connect Kansas has budgeted $75,000 in Year 2; $78,000 in Year 3; $81,120 in Year 4; and finally $84,365 in Year 5.

Connected Nation may incur other costs as needed to fulfill the requirements of this project.

Indirect Costs

Total indirect costs in Year 3 are $168,418, $175,153 in Year 4, and $182,157 in Year 5.

Connected Nation’s indirect cost rate will include but not be limited to the following types of costs:

- Support salaries, fringe benefits and travel cost for Connected Nation personnel performing the functions of administration, human resources, finance, information technology, and education and awareness.
- Consultant costs and/or professional fees for functions listed above including but not limited to accounting and legal.
- Depreciation for general office equipment or items used for the functions listed above but not purchased with federal funds.
- Insurance and licenses.
• General office expense, supplies and miscellaneous items.
• General postage.
• Printing costs.
• Connected Nation rent for support staff listed above.
• Utilities and repairs and maintenance.
• Telecommunications cost.
BROADBAND CAPACITY
BUDGET NARRATIVE

Overview

The purpose of this narrative is to break down the costs for personnel, fringe benefits, travel, equipment, materials/supplies, and subcontracts involved in this project, as well as to depict the in-kind contributions, indirect costs, and other expenses that will occur. The costs for Years 2-5 reflect a 4% Cost of Living adjustment. Connected Nation, through its subsidiary, Connect Kansas, will implement the project activities on behalf of the state of Kansas.

Unless otherwise specifically stated, all costs are requested from federal sources.

Strategic Program Office

Fringe Benefits

Fringe benefits are projected as a percentage of the personnel’s annual salary calculated as follows: Employer’s FICA Tax (7.65%), Unemployment Tax (.5%), Health/Dental/Vision Insurance (5.7%), Disability & Life Insurance (.6%), Accrued Paid Time Off (3.6%), SIMPLE match (3%), Gym benefit (.1%), and Professional Development (3%). The total projected percentage cost will be 21.45% of the personnel salaries for years 2 through 5. The projected fringe benefit cost for CN staff for Year 2 is $8,924, Year 3 is $9,281, Year 4 is $9,652 and Year 5 is $10,038.

Connected Nation may implement additional fringe benefits as needed.
Projected Travel Costs

Travel costs arising out of State Broadband Capacity will enable local, state-based resources to be actively and regularly engaged in planning and implementing on their state’s SBDD broadband programs. For purposes of this narrative, costs are based on the following assumptions: Airplane travel cost is based on a round-trip airfare of $520. Hotel room cost is based on per room rates (including tax) of $208 per night. Rental car expense (including fuel cost) is projected to be $94 per day. Per Diem allowance for meals is $54 per day based on the current standard federal per diem rate. Mileage is based on $.52 per mile. Each of the above rates listed are for project year 2 with subsequent years increased by a 4% inflation adjustment.

Travel costs consist of planned trips by various categories of employees or consultants. For purposes of this budget in-state travel refers to travel within driving distance while out-of-state travel refers to travel requiring an airfare and rental car. When out-of-state travel is required, the average round-trip miles to the airport are assumed to be 120 miles.

The total travel costs attributable to this project are $15,643 in Year 2, $16,262 in Year 3, $16,905 in Year 4 and $17,565 in Year 5.

Connected Nation may incur additional travel expenses as needed to fulfill the requirements of this project.

Equipment
Materials/Supplies

An office will be established within the state that will house the Connect Kansas staff that will be furthering the goals of the project. There will be office supplies and other materials needed to set up and maintain the office. These office supplies and materials include:

The total cost of Materials/Supplies attributable to this project is $52,104 in Year 2, $50,943 in Year 3, $56,356 in Year 4 and $55,100 in Year 5.

Connected Nation may purchase other equipment as needed to fulfill the requirements of this project.

Subcontracts

Management Consultants, Kansas Commerce Contract

July 1, 2010
Other

Other State Efforts to Increase Capacity
The requested funding is this project category will also seek to identify and support other state efforts to increase broadband capacity, such as but not limited to:

1. Integrate the state broadband effort with round-one initiatives to develop a Health Information Exchange (HIE) per ARRA.
2. Integrate the state broadband effort with the other non-profit/foundation broadband grant programs aimed at improving and maintaining broadband connections at local Kansas libraries.
3. Provide additional financial support to the Kansas Broadband Task Force for use at their discretion for consulting services other technical support.
4. Provide supplemental management consulting support for strategic planning development and best practices.
5. Look for ways to coordinate with Kan-Ed, the state’s lead agency on providing technology to education and health care anchor institutions.

The total costs are estimated to be $137,900 for year 2, $143,416 for year 3, $149,153 for year 4, and $155,119 for year 5.

Office Space
This proposal contemplates onsite staff persons who will reside full-time working on the ground on the state’s capacity, assistance and planning programs all in a multi-tiered effort to stimulate broadband demand and adoption. These staff will need adequate facilities in which to work and therefore the program will incur costs related to such space. Based on the applicant’s prior experience and standards in the industry, the projected space need will be approximately 1,000 square feet of standard office space to include individual offices, appropriate conference space and basic reception space. This space will also enable itinerant offices which may be utilized by traveling staff including engineers, researchers, mapping staff and others who may occasionally have the need to work from the office on a temporary basis. The total cost for office spaced is estimated to be $19,000 for year 2, $19,760 for year 3, $20,550 for year 4, and $21,372 for year 5.

Connected Nation may incur other costs as necessary to fulfill the requirements of this project.

Indirect Costs
Total indirect costs in Year 2 are estimated to be $40,419 for Year 2, $42,036 for Year 3, $43,718 for Year 4, and $45,466 for Year 5 with all costs requested from federal sources.

Connected Nation’s indirect cost rate will include but not be limited to the following types of costs:

- Support salaries, fringe benefits and travel cost for Connected Nation personnel performing the functions of administration, human resources, finance, information technology, and education and awareness.
- Consultant costs and/or professional fees for functions listed above including but not limited to accounting and legal.
- Depreciation for general office equipment or items used for the functions listed above but not purchased with federal funds.
- Insurance and licenses.
- General office expense, supplies and miscellaneous items.
- General postage.
- Printing costs.
- Connected Nation rent for support staff listed above.
- Utilities and repairs and maintenance.
- Telecommunication costs.
TECHNICAL ASSISTANCE
BUDGET NARRATIVE

Overview

The purpose of this narrative is to break down the costs for personnel, fringe benefits, travel, equipment, materials/supplies, and subcontracts involved in this project, as well as to depict the in-kind contributions, indirect costs, and other expenses that will occur. The costs for Years 2-5 reflect a 4% Cost of Living adjustment. Connected Nation, through its subsidiary, Connect Kansas, will implement the project activities on behalf of the state of Kansas.

Unless otherwise specifically stated, all costs are requested from federal sources.

Research
The total amount for personnel costs for this project is $12,228 in Year 2, $29,450 in Year 3, $30,627 in Year 4, and $31,853 in Year 5.

Connected Nation may utilize other employees as needed to fulfill the requirements of this project.

Fringe Benefits

Fringe benefits are projected as a percentage of the personnel’s annual salary calculated as follows: Employer’s FICA Tax (7.65%), Unemployment Tax (.5%), Health/Dental/Vision Insurance (5.7%), Disability & Life Insurance (.6%), Accrued Paid Time Off (3.6%), SIMPLE match (3%), Gym benefit (.1%), and Professional Development (.3%). The total projected percentage cost will be 21.45% of the personnel salaries for years 2 through 5. The projected fringe benefit cost for CN staff for Year 2 is $2,622, Year 3 is $6,317, Year 4 is $6,571 and Year 5 is $6,834 all paid for through federal funds.

Connected Nation may implement additional fringe benefits as needed.

Materials/Supplies

Computers, Blackberries and peripheral equipment and software will be purchased for use on this project. The total cost for these materials will be $4,628 in Year 2, $1,298 for Year 3, $4,443 for Year 4 and $1,404 for Year 5.

Connected Nation may purchase other materials and supplies as needed to fulfill the requirements of this project.

Subcontracts
The total subcontractor costs budgeted for this project is $1,504,951 with $441,173 in year 2, $301,783 in year 3 and $313,898 in year 4 and $448,097 in year 5.

Connected Nation may engage other subcontractors as needed to fulfill the requirements of our contract with Kansas.

Indirect Costs

Total indirect costs in Year 2 are estimated to be $11,880 for Year 2, $28,614 for Year 3, $29,758 for Year 4, and $30,950 for Year 5 with all costs requested from federal sources.

Connected Nation’s indirect cost rate will include but not be limited to the following types of costs:

- Support salaries, fringe benefits and travel cost for Connected Nation personnel performing the functions of administration, human resources, finance, information technology, and education and awareness.
- Consultant costs and/or professional fees for functions listed above including but not limited to accounting and legal.
- Depreciation for general office equipment or items used for the functions listed above but not purchased with federal funds.
- Insurance and licenses.
- General office expense, supplies and miscellaneous items.
- General postage.
- Printing costs.
- Connected Nation rent for support staff listed above.
- Utilities and repairs and maintenance.
- Telecommunication costs.
LOCAL/REGIONAL TECHNOLOGY PLANNING
BUDGET NARRATIVE

Overview

The purpose of this narrative is to break down the costs for personnel, fringe benefits, travel, equipment, materials/supplies, and subcontracts involved in this project, as well as to depict the in-kind contributions, indirect costs, and other expenses that will occur. The costs for Years 2-5 reflect a 4% Cost of Living adjustment. Connected Nation, through its subsidiary, Connect Kansas, will implement the project activities on behalf of the state of Kansas.

Unless otherwise specifically stated, all costs are requested from federal sources.

Strategic Program Office

Fringe Benefits

Fringe benefits are projected as a percentage of the personnel's annual salary calculated as follows: Employer's FICA Tax (7.65%), Unemployment Tax (.5%), Health/Dental/Vision Insurance (5.7%), Disability & Life Insurance (.6%), Accrued Paid Time Off (3.6%), SIMPLE match (3%), Gym benefit (.1%), and Professional Development (.3%). The total projected percentage cost will be 21.45% of the personnel salaries for years 3 through 5. The projected fringe benefit cost for CN staff for Year 2 is $2,310, Year 3 is $2,401, Year 4 is $2,498 and Year 5 is $2,597.

Connected Nation may implement additional fringe benefits as needed.
Projected Travel Costs

Planning Teams are fundamental to the broadband program’s ability to both stretch limited resources to reach statewide while also providing a forum for locally based technology planning, benchmarking, project design and implementation. With support from the Technology Extension Agent across all four years of the program and additional training sessions provided by the Regional Technology Coordinators in first two years, travel will make the difference in the program’s ability to reach out at the community level and engage in meaningful technology adoption projects. For purposes of this narrative, costs are based on the following assumptions: Airplane travel cost is based on a round-trip airfare of $520. Hotel room cost is based on per room rates (including tax) of $208 per night. Rental car expense (including fuel cost) is projected to be $94 per day. Per Diem allowance for meals is $54 per day based on the current standard federal per diem rate. Mileage is based on $.52 per mile. Each of the above rates listed are for project year 2 with subsequent years increased by a 4% inflation adjustment.

Travel costs consist of planned trips by various categories of employees or consultants. For purposes of this budget in-state travel refers to travel within driving distance while out-of-state travel refers to travel requiring an airfare and rental car. When out-of-state travel is required, the average round-trip miles to the airport are assumed to be 120 miles.

The total travel costs attributable to this project are $49,454 in Year 2, $51,382 in Year 3, $0 in Year 4 and $0 in Year 5.

Connected Nation may incur additional travel expenses as needed to fulfill the requirements of this project.

Materials/Supplies

Computers, Blackberries and peripheral equipment and software will be purchased for use on this project.

The total costs for Material/Supplies will be $32,396 in Year 2, $9,085 in Year 3, $35,040 in Year 4, and $9,827 in Year 5.
Connected Nation may purchase other materials and supplies as needed to fulfill the requirements of this project.

Subcontracts

Connected Nation may engage other subcontractors as needed to fulfill the requirements of our contract with Kansas.

Other

Outreach In-Kind Match

- **State Broadband Task Force**
  This application for supplemental funding proposes to engage a 30 member Connect Kansas State Broadband Task Force that will be comprised of state-level leaders in Kansas representing regulators, providers, policy-makers, community anchor institution leaders, industry association representatives and the like. This group will convene Quarterly for the 4 year life of the program for an average of 3 hours per meeting. The average hourly compensation rate for these individuals, including salaries and benefits, is valued at $67 for a total in-kind contribution of $24,120, $25,200, $26,280, $27,360 for Years 2-5 respectively.

- **Connected Community Local Champion Training**
  Supplemental SBDD funding under this proposal would serve to maximize efficiencies and ensure sustainability by employing a “train-the-trainer” approach to identify, engage and equip 105 local/regional champions to lead their community in an in-depth technology benchmarking and strategic planning process employing a proven, results-oriented model for delivery. The average hourly salary for the local/regional champion, including salary and benefits, is valued at $48. Training time is expected to be 8 hours per quarter for Years 2 and 3 for a total in-kind contribution of $161,280 and $168,000 for Years 2 and 3 respectively.

- **Local/Regional Technology Planning Teams**
  Under this proposal each of Kansas’ one-hundred five (105) counties would be engaged and stewarded in a strategic technology planning process with intended participation from various
community sectors including but not limited to: agriculture, business, community-based organizations, government, healthcare, higher education, K-12 education, libraries, tourism.

Preparation Time: The local champion will prepare and deliver the local/regional technology planning team meetings. Combined preparation and delivery time for these champions is valued at 6 hours per meeting in Years 3-5. The average hourly salary for the local/regional champion, including salary and benefits, is valued at $48 providing an annual contribution of $120,960, $125,000, $131,040 and $136,080 in Years 2 – 5 respectively.

Team Member Time: An average attendance of 5 community leaders spanning these sectors is anticipated for each meeting that will amount to an average of 1 hour of volunteer time per meeting attendee. This team will convene Quarterly for the 4 year life of the program. The average hourly salary for these local/regional leadership team members, including salary and benefits, is valued at $48 providing an annual contribution of $100,800, $105,000, $109,200 and $113,400 for Years 2 – 5 respectively.

• **Strategic Planning Sessions**
  This application for supplemental funding proposes to engage approximately 75% of the 30 member Connect Kansas State Broadband Task Force for an annual strategic planning session. Approximately 23 members will participate for a 4 hour session at an average total hourly compensation rate, including salaries and benefits, of $67. Additionally, of the 105 local planning teams, approximately 25% of their 5 members will participate in the strategic planning session for an 8 hour strategic planning session, with annual salary and benefits valued at $48 per hour. The total volunteer contributions from the sessions are $86,804, $90,440, $94,076 and $97,712 for Years 2 – 5 respectively.

**Outreach and Education**
Connected Nation will create an outreach campaign for the primary purpose of awareness and education of the benefits of broadband. This campaign will support the efforts of the local/regional technology planning teams. CN plans to target various print and media outlets totaling $23,300, $24,232, $25,201 and $26,209 in years 2–5 respectively.

**Indirect Costs**

Total indirect costs in Year 2 are $10,459, $10,877 in Year 3, $11,312 in Year 4, and $11,764 in Year 5 with all being requested from federal sources.

Connected Nation’s indirect cost rate will include but not be limited to the following types of costs:

• Support salaries, fringe benefits and travel cost for Connected Nation personnel performing the functions of administration, human resources, finance, information technology, and education and awareness.

• Consultant costs and/or professional fees for functions listed above including but not limited to accounting and legal.

• Depreciation for general office equipment or items used for the functions listed above but not purchased with federal funds.
- Insurance and licenses.
- General office expense, supplies and miscellaneous items.
- General postage.
- Printing costs.
- Connected Nation rent for support staff listed above.
- Utilities and repairs and maintenance.
- Telecommunication costs.
APPLICATION FOR FEDERAL ASSISTANCE

1. TYPE OF SUBMISSION:
   - Application
   - Construction
   - Non-Construction

2. DATE SUBMITTED

3. DATE RECEIVED BY STATE
   - State Application Identifier

4. DATE RECEIVED BY FEDERAL AGENCY
   - Federal Identifier

5. APPLICANT INFORMATION
   - Legal Name:
     Connected Nation, Inc.
   - Organizational DUNS:
     085130007
   - Address:
     1020 College Street, P.O. Box 3448
   - City:
     Bowling Green
   - County:
     Warren
   - State:
     Kentucky
   - Zip Code:
     42102-3448
   - Country:
     United States
   - Name and telephone number of person to be contacted on matters involving this application (give area code):
     Prefix:
     Mr.
     First Name:
     Tom
     Middle Name
     Last Name:
     Ferree
     Suffix:
     Email:
     tferee@connectednation.org
     Phone Number (give area code):
     (877) 846-7710
     Fax Number (give area code):
     (270) 781-7611
   - Type of Application:
     - New
     - Continuation
     - Revision
     If Revision, enter appropriate letter(s) in box(es)
     (See back of form for description of letters.)

6. EMPLOYER IDENTIFICATION NUMBER (EIN):
   - 61-1399934

7. TYPE OF APPLICANT:
   - O. Not for Profit Organization
   - Other (specify)

8. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:
   - 11-5158

9. NAME OF FEDERAL AGENCY:
   - U.S. Department of Commerce

10. PROPOSED PROJECT
    - Start Date:
      11/01/2009
    - Ending Date:
      10/30/2014

11. DESCRIPTIVE TITLE OF APPLICANT’S PROJECT:
    - State Broadband Data and Development Grant Program

12. AREAS AFFECTED BY PROJECT (Cities, Counties, States, etc.):
    - Kansas

13. CONGRESSIONAL DISTRICTS OF:
    - a. Applicant
      CD-02
    - b. Project
      CD-02

14. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?
    - a. Yes
      - This preapplication/application was made available to the state executive order 12372 process for review on
        - Date:
    - b. No
      - Program is not covered by E.O. 12372
      - Program has not been selected by state for review

15. ESTIMATED FUNDING:
    - a. Federal
      $6,574,262
    - b. Applicant
      $0
    - c. State
      $0
    - d. Local
      $0
    - e. Other
      $1,743,752
    - f. Program Income
      $0
    - g. TOTAL
      $8,318,014

18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT. THE DOCUMENT HAS BEEN Dully AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.
    - a. Authorized Representative
      - Prefix:
        Mr.
      - First Name:
        Brian
      - Middle Name
        Russell
      - Last Name:
        Melford
      - Suffix:
      - Title:
        CEO
      - Signature of Authorized Representative
      - c. Telephone Number (give area code)
        (877) 846-7710
      - e. Date Signed

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Standard Form 424 (Rev 9-2003)
Prescribed by OMB Circular A-102
### BUDGET INFORMATION - Non-Construction Programs

#### SECTION A - BUDGET SUMMARY

<table>
<thead>
<tr>
<th>Grant Program Function or Activity (a)</th>
<th>Catalog of Federal Domestic Assistance Number (b)</th>
<th>Estimated Unobligated Funds</th>
<th>New or Revised Budget</th>
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<td></td>
<td>Federal (c)</td>
<td>Non-Federal (d)</td>
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<td>1. SBDD</td>
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<td>4.</td>
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<td>5. Totals</td>
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#### SECTION B - BUDGET CATEGORIES

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<th>GRANT PROGRAM, FUNCTION OR ACTIVITY</th>
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<td>b. Fringe Benefits</td>
<td>186,108.00</td>
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<td>c. Travel</td>
<td>260,112.00</td>
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<td>d. Equipment</td>
<td>48,448.00</td>
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<td>e. Supplies</td>
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<tr>
<td>f. Contractual</td>
<td>2,928,636.00</td>
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<tr>
<td>g. Construction</td>
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</tr>
<tr>
<td>h. Other</td>
<td>1,117,461.00</td>
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<tr>
<td>i. Total Direct Charges (sum of 6a-6h)</td>
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<tr>
<td>j. Indirect Charges</td>
<td>842,981.00</td>
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<tr>
<td>k. TOTALS (sum of 6i and 6j)</td>
<td>$6,574,252.00</td>
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7. Program Income

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Prescribed by OMB Circular A-102

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### SECTION C - NON-FEDERAL RESOURCES

<table>
<thead>
<tr>
<th>(a) Grant Program</th>
<th>(b) Applicant</th>
<th>(c) State</th>
<th>(d) Other Sources</th>
<th>(e) TOTALS</th>
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<td>11.</td>
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### SECTION D - FORECASTED CASH NEEDS

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<th>(a) Grant Program</th>
<th>Total for 1st Year</th>
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<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
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<tr>
<td>14. Non-Federal</td>
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<td>15. TOTAL (sum of lines 13 and 14)</td>
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### SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

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<th>(a) Grant Program</th>
<th>FUTURE FUNDING PERIODS (Years)</th>
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<td>(b) First</td>
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<td>16.</td>
<td>$</td>
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<td>17.</td>
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<td>18.</td>
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<tr>
<td>19.</td>
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<td>20. TOTAL (sum of lines 16-19)</td>
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### SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges: $7,475,023
22. Indirect Charges: $842,981
23. Remarks:
Assurances—Non-Construction Programs

As the duly authorized representative of the applicant I certify that the applicant:

1. Has the legal authority to apply for Federal assistance, and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project costs) to ensure proper planning, management and completion of the project described in this application.

2. Will give the awarding agency, the Comptroller General of the United States, and if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.

3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.

4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.

5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§ 4728-4763) relating to prescribed standards for merit systems for programs funded under one of the nineteen statutes or regulations specified in Appendix A of OPM’s Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).

6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), which prohibits discrimination on the basis of handicap; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.O. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. § 36701 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in such activity.

8. Will comply, as applicable, with the provisions of the Hatch Act (5 U.S.C. §§ 1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.


10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is $10,000 or more.

11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in flood plains in accordance with EO 11988; (e) assurance of
project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§ 1451 et seq.); (f) conformity of Federal actions to State (Clear Air) Implementation Plans under Section 176(c) of the Clear Air Act of 1955, as amended (42 U.S.C. § 7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended, (P.L. 93-523); and (h) protection of endangered species under the Endangered Species Act of 1973, as amended, (P.L. 93-205).


14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.

15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. 2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.

16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§ 4801 et seq.) which prohibits the use of lead based paint in construction or rehabilitation of residence structures.

17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act of 1984 or OMB Circular No. A-133, Audits of Institutions of Higher Learning and other Non-profit Institutions.

18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations and policies governing this program.

---

Signature of Authorized Certifying Official

[Signature]

Title

CEO

Applicant Organization

Connected Nation, Inc.

Date Submitted
July 01, 2010

The Honorable Lawrence E. Strickling
Assistant Secretary for Communications and Information
National Telecommunications and Information Administration (NTIA)
U.S. Department of Commerce
Herbert C. Hoover Building
1401 Constitution Avenue NW
Washington, DC 20230

Dear Assistant Secretary Strickling:

This letter is to affirm continued partnership and support from the Kansas Department of Commerce for Connect Kansas through the enclosed application for the State Broadband Data and Development (SBDD) grant program, amended and supplemental application, submitted today by Connected Nation as the Designated Entity for the state of Kansas. The State of Kansas has worked closely with Connected Nation via Connect Kansas to develop the scope of this amended application, particularly as it relates to the State’s ongoing planning effort. We believe the activities outlined will best serve the specific broadband mapping, planning, benchmarking, and demand-stimulation needs as they currently exist in Kansas. Viewed in conjunction with grant funding awarded previously through SBDD, we feel Kansas will be well positioned to sustain a comprehensive broadband strategy.

The Kansas Department of Commerce and the state of Kansas commit to the implementation and execution of the proposal of work in the following eligible categories outlined by NTIA:

- Data Collection, Integration, Verification and Display
- State Broadband Capacity Building
- Technical Assistance
- Local/Regional Technology Planning Teams

Thank you for your continued support, and we look forward to continuing to work in conjunction with your agency to meet the goals of the program to the benefit of Kansans.

Sincerely,

Carole Jordan
Director, Rural Development Division
<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Grand Total</th>
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<td>YEAR 4</td>
<td>YEAR 5</td>
<td>Grand Total/Five-Year Total</td>
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Note: The table above represents a simplified financial statement example. Actual financial data may vary.
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(continued)
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**Reserves**

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**Expenses**

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<td>Grant Program</td>
<td>Catalog of Federal Domestic Assistance Number (b)</td>
<td>Estimated Unobligated Funds</td>
<td>New or Revised Budget</td>
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<td>Federal (c)</td>
<td>Non-Federal (d)</td>
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SECTION B - BUDGET CATEGORIES

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<th>6. Object Class Categories</th>
<th>GRANT PROGRAM, FUNCTION OR ACTIVITY</th>
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<td>(1) Federal</td>
<td>(2) Non-Federal</td>
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<td>b. Fringe Benefits</td>
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<td>f. Contractual</td>
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<td>h. Other</td>
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<td>i. Total Direct Charges (sum of 6a-6h)</td>
<td>$3,480,618.00</td>
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<td>j. Indirect Charges</td>
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<tr>
<td>k. TOTALS (sum of 6i and 6j)</td>
<td>$4,397,431.00</td>
<td>$1,109,157.00</td>
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7. Program Income | $0.00 | $0.00 | $0.00 | $0.00 | $0.00

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### SECTION C - NON-FEDERAL RESOURCES

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<tr>
<th></th>
<th>(a) Grant Program</th>
<th>(b) Applicant</th>
<th>(c) State</th>
<th>(d) Other Sources</th>
<th>(e) TOTALS</th>
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### SECTION D - FORECASTED CASH NEEDS

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### SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

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<th>FUTURE FUNDING PERIODS (Years)</th>
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<td>TOTAL (sum of lines 16-19)</td>
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### SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges: $4,589,775
22. Indirect Charges: $916,813
23. Remarks: