



**Broadband Non-Infrastructure Application
Submission to NTIA – Public Computer Centers**

Submitted Date: 3/15/2010 4:22:53 PM	Easygrants ID: 5367
Funding Opportunity: Public Computer Centers	Applicant Organization: MONTEREY, COUNTY OF
Task: Submit Application - Public Computer Centers	Applicant Name: Mr. Hamish Anthony Tyler

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	034330303
CCR # (CAGE)	4JBV2
Legal Business Name	MONTEREY, COUNTY OF
Point of Contact (POC)	PATRICIA NOFZIGER 8317550315 Ext. pnofzige@monterey.k12.ca.us
Alternate POC	LORETO ALBENTO 8317556456 Ext. lalbento@monterey.k12.ca.us
Electronic Business POC	PATRICIA NOFZIGER 8317550315 Ext. pnofzige@monterey.k12.ca.us
Alternate Electronic Business POC	LORETO ALBENTO 8317556456 Ext. lalbento@monterey.k12.ca.us

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	Mr.
First Name	Hamish
Middle Name	Anthony
Last Name	Tyler



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Suffix	
Telephone Number	831-373-2955
Fax Number	
Email	htyler@monterey.k12.ca.us
Title	Station Manager, KMST

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Mr. Garry , Bousum	8317550307	gbousum@monterey.k12.ca.us

4. Other Required Identification Numbers

Easygrants ID	5367
Funding Opportunity Number	500000
Catalog of Federal Domestic Assistance Number	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

5. Organization Classification

Type of Organization	County Government
Is the organization a small business?	No
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

6. Authorized Organizational Representative



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AOR	ALBENTO, LORETO
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: Central Coast Broadband Consortium Public Computing Alliance

Project Description: The Monterey County Office of Education and a coalition of anchor institutions in California’s Monterey County will expand broadband access for vulnerable populations. The project’s focus builds upon local, state and federal initiatives, focuses on vocational education in digital media and creates a replicable model for long-term development and private sector partnerships.

8. Other Applications

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

➤ No

Easygrants ID	Project Title

If YES, please explain any synergies and/or dependencies between this project and any other applications. A cooperative corporation, the Central Coast Broadband Cooperative (CCBC) is currently developing a BTOP Round 2 CCI application and has designated the Monterey County Office of Education (MCOE) as an anchor institution. The CCBC’s project is designed to provide broadband services to Monterey, Santa Cruz and San Benito counties through a fiber optic loop. The MCOE has participated in this application by identifying the needs of local schools for broadband services, assessing the needs of local residents for access to such services in pursuing educational and vocational goals and projecting last-mile services using the MCOE’s existing microwave network facilities.

The MCOE current owns and operates transmission towers on local mountaintops that have line-of-sight access to the vast majority of the populated areas of the county. The MCOE uses these facilities for transmitting low-power educational video programming that it originates locally or



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acquires from a variety of sources. The MCOE is currently converting its low-power television transmitters to digital operation.

The synergistic relationship between the MCOE's PCC project and the CCBC's CCI project, assuming both receiving funding under BTOP, is as follows:

The CCBS will have timely access to a last mile strategy based on wireless transmissions from the mountaintops on which the MCOE already has tower facilities.

The MCOE will have substantial support for upgrading its network resources, including the digitization of its low-power transmitter and repeaters, to enable it to pursue the education and training elements of its PCC project, and expanded broadband access for service to the public computer centers that are participating in the MCOE project.

While these synergies are important to both projects, neither project's basic success depends upon the funding of the other project.

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

- Yes, Applicant is exempt because it is a unit of a state or local government

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:

Name	Title	Employer
Garry Bousum	Associate Superintendent	Monterey County Office of Education

B. Executive Summary, Project Purpose and Benefits

Essay Question

10. Executive Summary of the proposed project:

The Problem



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The Salinas River Valley, which runs nearly the entire length of California, Monterey County, has been called America’s Salad Bowl for its fields of lettuce, one of several crops that thrive in the moderate climate. Many hands tend those crops nearly year-round. Many of field workers are from Mexico and other Central American nations. They live in the Salinas Valley in great numbers: the population in the Valley totals about 282,000 (nearly 70% of the county’s total) and several of the valley’s population clusters are more than 80% Hispanic. Even Salinas, the largest city in the Valley, is more than 60% Hispanic.

The Valley’s Hispanic population, too often, is characterized by low incomes and low academic performance. In fact the California Department of Education recently designated several of the Valley’s public schools as “persistently low-achieving schools.” One of the causes of poor performance is the language barrier: close to 505 of the residents

For many people in urban areas, the broadband Internet provides resources for personal growth, channels for community cohesiveness and myriad opportunities for economic development, but the broadband Internet has little presence in the Valley. The state has listed 32 Valley communities as completely unserved by the wireless Internet, and the few areas that have a degree of service that pales in comparison to “real” broadband signals.

Valley residents who have access to broadband services, or any Internet connection, may be hard-pressed to afford the service and a computer. Then, when they do browse World Wide Web, the language barrier appears again to limit their benefits.

The Project’s Approach to this Need

Monterey County, fortunately, has many very capable residents who recognize the circumstances that limit opportunities for the vulnerable population of Hispanic people, and some of those capable neighbors work in the county’s educational institutions: the Monterey County Office of Education, Hartnell College and California State University Monterey Bay. Other very capable and concerned residents work or volunteer in public agencies like the Monterey County Free Library system, which has 17 branch libraries, mostly in the Valley, and community organizations.

They have not been idle. The county has several programs for its Hispanic majority, and several public computer centers strive to increase access to the broadband Internet, but these initiatives tend to be small in scale, isolated and limited in impact.

Two years ago, Hartnell College studied the Valley and interviewed many residents and business owners to define a constructive approach to its persistent problems. The study’s report, “Ensuring a Valley That Matters,” provides a wealth of hard data, popular opinion and insightful strategies for improving life in the Valley. The report emphasizes preparing today’s young



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people to qualify for work in tomorrow's computer-related jobs, and urges a coordinated approach to job-related training.

The county's educational community have heard that call: the Monterey County Office of Education, Hartnell College and California State University Monterey Bay, in cooperation with the Monterey County Free Libraries, the Boys and Girls Clubs of Monterey County, the Community Information Center, and The National Steinbeck Center have developed a multi-faceted response to the Valley's needs and a scalable model for even broader collaboration in the future.

Each of these partners already provides public computer center services, and has the experience and commitment to build on those beginnings. The Monterey County Office of Education has initiated a Career Technology Education Center with a focus on digital multimedia production and management, to enable 80 young people each year to prepare for productive work in the burgeoning multimedia field. The County Office also will develop a mobile digital multimedia classroom to bring the broadband Internet to Valley residents. In cooperation with the Free Library system, the County Office will provide computer and Internet literacy training, and more advanced digital multimedia training as well.

Hartnell College already manages three public computer centers: one on its main campus, one in a low-income neighborhood of Salinas, and one 50 miles away, in the southern reaches of the Valley. Through this proposed project, Hartnell also will extend its campus computer network to these satellite campuses and develop scores of modular, digital and bilingual Directed Learning Activities

CSUMB has established a public commuter center in another low-income neighborhood of Salinas, and, through its award-winning Service Learning Institute, involves its students as trainers of community youth in digital multimedia production.

The Free Library system will expand its current public computing capacity and participate actively in the mobile classroom activities.

The Boys & Girls Clubs will introduce the younger set to digital multimedia production with user-friendly image capture technology.

The Community Information Center will provide loaner laptops and bilingual training for the parents of school-age children, to encourage them to assume an active role in their children's studies. The Center is also developing bilingual web resources, to make the broadband Internet more interesting and productive for Hispanic people with limited English abilities.

The National Steinbeck Center will provide broadband Internet access in its own facilities and extend its exemplary curriculum development work, with an emphasis on digital multimedia resources.



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A potentially powerful element of this overall strategy is the formation of Broadband Partners, an expanding opportunity for the county’s movers and shakers to monitor technology developments, exchange their experiences in building Internet access within the county, and explore opportunities to work together toward shared goals.

This project according to the formulas, this project will create 31 direct and indirect job-years. The forward looking cooperative style of this project, could accomplish much more by preparing the community’s youth and the community itself for the future broadband Internet.

11. Project purpose:

Problem Addressed

Coastal Monterey County includes the Monterey Peninsula’s golf courses and tourism and the Salinas River Valley’s lettuce fields. This project focuses on the Valley.

- 53.2% of County residents are Hispanic or Latino, most of whom do not speak English at home.
 - Of California’s eight worst high schools, three are in the Valley, where high school graduation rate is 11% below the state average.
 - Less than 60% of Valley residents use the Internet at home, compared to 79% for all English-speaking adults. Non-users most often indicate they are “not interested.”
- The County has 16.7 % unemployed; the state has 12.1%.
- The County per capita income was 11% below the state level, with farm jobs (29.8% of total) paying low wages.
 - The County’s public computer centers have insufficient capacity, technical support and training.

Hartnell College ‘s Salinas Valley Vision 2020 Project identified pressing needs:

- To qualify for computer-related jobs, workers need to improve computer usage, communications, bilingual ability, basic skills, and English competency.
- Local educational and training programs need to “create a seamless, unified approach to developing a competent and trained workforce and labor pool.”

Effective Solution

This project augments existing public computer centers, fosters usage of the broadband Internet, and serves Hispanics and other vulnerable populations. Training includes all digital media, serves users from novice to career levels, and leads to jobs and postsecondary studies. Actions include:

- Motivating broadband Internet usage, using low-power television broadcasts;
- Building the capacity of existing public computer centers;



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- Increasing access for rural populations with a mobile computer classroom;
- Providing Career Technical Education in digital media production; and
- Sharing experience and resources through an alliance of public computer centers.

Clients will use digital media production to share their family histories, cultural heritage, artistry and productive uses of the broadband Internet. These activities will foster uses of the broadband Internet for personal enrichment, community networking, and economic development, and support the creation of a 21st century society.

Significance and Replicability of the Proposed Solution

This project builds upon the experiences of anchor institutions in Monterey County and elsewhere, and research on change processes, and focuses on explicit outcomes tied to BTOP's statutory purposes.

Future projects with unique circumstances could easily adapt the Monterey Model, which emphasizes stakeholder agreement on goals and objectives, an inclusive decision process that respects each stakeholder's autonomy, and an organizational structure that supports different levels of participation.

Service to an Underserved Area

California's Broadband Task Force reported that wireline broadband availability of the Internet ranges "from state-of-the-art to nonexistent;" only half of Californians have broadband access at >10 Mbps; and 1.4 million Californians lack any broadband access.

In Monterey County, the Peninsula and four spots in the Valley have access to facilities-based, terrestrial services <10 Mbps; parts of the Valley have services <1 Mbps (and could be underserved); and the vast majority of the county's area—including 32 communities—is unserved.

Statutory Purposes

This project provides broadband education, awareness, training, access, equipment, and support to local anchor institutions that facilitate greater use of broadband access by vulnerable groups. These include libraries, institutions of higher learning and community support organizations. The project also enhances the Monterey County Office of Education's educational program for Career Technical Education in Digital Media Production. The MCOE serves a population that is almost entirely Latino and low-income, groups that are overrepresented in unskilled employment and underrepresented in high skill careers.

This project serves the Salinas Valley Enterprise Zone (<http://www.salinasvalleyez.com/>), a partnership of the Cities of Salinas, Gonzales, Soledad, Greenfield, and King City, and the County of Monterey.

Project Evaluation



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- Outcome #1: Double the number of project partners' publicly available broadband workstations from 590 to 1180. Metric: number of workstations.
- Outcome #2: Increase the connection speed of the project partners' publicly available broadband workstations from 6.1 Mbps to 7.7 Mbps. Metric: connection speeds.
- Outcome #3: Increase the average weekday availability of the project partners' broadband workstations from 32 hours to 38 hours. Metric: available workstation hours.
- Outcome #4: Increase the average weekend availability of the project partners' broadband workstations from 4 hours to 6 hours. Metric: available workstation hours.
- Outcome #5: Increase the number of users of the project partners' publicly available broadband workstations from 11,000 to 16,000. Metric: user logs.
- Outcome #6: Provide six hours of basic computer/Internet literacy training to 200 persons each calendar quarter. Metrics: Trainees, Training Hours
- Outcome #7: Provide six hours of advanced computer/Internet literacy training to 100 persons each calendar quarter. Metrics: Trainees, Training Hours
- Outcome #8: Enroll 80 students each year in Beginning or Advanced Media Production courses of the MCOE's Career Technical Education program. Metric: Enrollment records
- Outcome #9: Create at least 32 direct and indirect job-years, based on the Council of Economic Advisors' methodology. Method: Direct and indirect job-years created by the project.
- Outcome #10: At least ten managers of public computer centers in Monterey County will rate highly the Consortium's professional networking activities. Metric: Responses to quarterly surveys of target group.

12. Recovery Act and Other Governmental Collaboration:

Hartnell College's matching support of \$440,050 for this project comes from State of California bond funds authorized by the Budget Act of 2006 (Chapter 47, Statutes of 2006).

The Monterey County Office of Education matching support of \$660,000 for this project comes in a facilities grant from the California Department of Education, under the "2008-2012 California State Plan For Career Technical Education," which responds to the requirements of the Carl D. Perkins Career and Technical Education Improvement Act of 2006 (P. L. 109-270). California State Plan has been approved by the U.S. Department of Education.

The Boys & Girls Clubs of Monterey County has a job creation/preservation grant for the "Boys & Girls Clubs National Youth Mentoring Programs" (Office of Justice Programs award # 2009-SC-B9-K010). The organization is using the grant to preserve the jobs of four staff members at its Community Education Center in Salinas.



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The grant is from the OJJDP FY 09 Recovery Act National Youth Mentoring Programs, which is funded through the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice, and authorized by the American Recovery and Reinvestment Act of 2009 (Public Law 111-5).

Finally, this proposed project serves the vulnerable populations of the Salinas Valley Enterprise Zone (www.salinasvalleyez.com/) and thereby advances the economic development goals of California's Enterprise Zone program (www.caez.org/).

13. Technology Strategy:

This project's seven partners have independent technology plans; distinct target groups within the county's largest vulnerable population; and commitments to cooperate in pursuing shared goals. The project therefore has a coordinated, multifaceted strategy that has several advantages over a unitary approach to a multivariate task: bringing varied perspectives and strategies to the task; responding to a wide range of learning goals; and providing services for multiple groups of vulnerable populations.

The project's multifaceted approach will generate major cost-effectiveness as broadband Internet services increase in reach and capacity and the population gains sophistication in using and creating information.

Hardware

Each of the project seven partners currently manages one or more public computer centers, and will increase its capacity by increasing the number of workstations from 590 to 1,154, and adding operating hours to increase the number of person served per week from 10,922 to 16,075 (see Public Center Detail).

Software

Each center will acquire site licenses for selected commercial software for training and productivity, including software for multimedia production, e.g., Microsoft Office, Microsoft Publisher, Adobe Creative Suite 4, Apple Final Cut Studio, Pro Tools (for audio production) and utility software (for virus/spyware protection, etc.).

Some partners will acquire commercial bilingual software for training in computer and/or Internet literacy, and basic academic skills. Hartnell College will develop 50 new Directed Learning Activities, multimedia, bilingual training packages that Hartnell has been producing and using in the college's education and training programs.

California State University Monterey Bay will acquire four concurrent licenses for Kurzweil 3000 Professional Software, for people with physical and learning disabilities. This software will read in Spanish, English, French, Portuguese, Italian, and German, and is a resource for English



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learners of foreign languages. CSUMB will share its assessments of this software with the other partners.

The Monterey County Free Libraries will acquire library-specific software for cataloging of, and public access to existing digital resources and new content created through project activities.

Peripheral Devices

Partners will acquire printers and equipment for digital multimedia production, e.g., digital still and video cameras, and lighting and audio equipment (see Detailed Budget).

Special Equipment

1. Mobile Digital Classroom

The Monterey County Office of Education (MCOE) will acquire a custom-built mobile digital classroom to bring computer and Internet training services to vulnerable populations in rural areas of Monterey County. This component addresses barriers to access to computers and the Internet experienced by low-income, rural populations: cost, travel distances, and scheduling conflicts. The mobile digital classroom visit rural population clusters on a predictable schedule, and provide training opportunities that meet skill levels, training objectives and language and cultural considerations.

The MCOE' has developed its preliminary design for this vehicle in consultation with the Southeast Community Development Corporation (SCDC), which is currently operating a "mobile technology center" (see Supplementary Information). Based on feedback regarding the SCDC's successful experiences to date, and its own program objectives, the MCOE has specified the following features of its mobile digital classroom:

- 37-foot RV, powered by compressed natural gas (CNG), customized for use as a mobile digital classroom
- 15 laptop computers with multimedia software
- 5 digital cameras
- 5 video cameras
- lighting kit
- audio kit
- Internet service via satellite
- 1 digital projector, with roll-down screen
- 1 networkable inkjet printer
- microwave transmitter, roof mount
- wheelchair lift

The MCOE will schedule the mobile digital classroom in an intense schedule of training sessions, with a route that includes all of Monterey County, with priority for rural areas of the



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county. The training sessions will be conducted by qualified instructors from the MCOE and the Monterey County Free Library system, which already provides bookmobile services in the southern regions of the Salinas River Valley.

This vehicle directly furthers the project’s objectives to provide training, education support and awareness programs to vulnerable populations in the Salinas River Valley of Monterey County, and facilitates public access to broadband services, making public computer center facilities accessible to people with disabilities.

See also “Outreach Strategy” and “Training and Education Programs.”

2. Elevator for Career Technology Education Center

The MCOE will install an elevator in its Career Technology Education Center to provide people with disabilities access to specialized facilities for digital multimedia production, i.e., digital video editing workstations.

3. Links to Satellite Campuses

Hartnell College will install an OC-3 microwave link between the main campus and the Alisal campus (fiber optics are not available) and a fiber optic broadband link between the main campus and the King City campus (50 miles to the south). The College currently maintains similar microwave and fiber links to other satellite campuses, and has over 10 years of experience with such links.

4. Wireless Access Points

Hartnell College will use grant-funded 80211N wireless access points, adding to its current network, which utilizes HP Ethernet switches and has firewall security and full back-up capability.

5. Renovation of Repeater Station

The MCOE will upgrade its low-power television broadcast repeater on Williams Hill to improve coverage in the southern portion of the Salinas River Valley. See also “Outreach Strategy.”

14. Public Availability:

Project partners keep almost all their PCCs available to members of the general public, even though they might orient their programs to target populations, e.g., Hispanics or enrolled students. Such policies do not exclude uses by individuals from other groups.

The Boys and Girls Clubs of Monterey County, as an exception to this general pattern, limits availability to members and invites memberships from “all youth, ages 6-18” for \$25/year. The agency discriminates in terms of age only, with the intention to foster a safe and enjoyable environment for youthful patrons. The modest annual fee offsets some of the agency’s operating



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expenses, but generates insufficient revenue to upgrade workstations and add capabilities in response to users' interests.

The National Steinbeck Center also has a membership structure \$45/year. Fee-generated revenues are used to offset some operating costs and to pay for special events. The Center does generate income from larger donations, but maintains a low cost, minimal membership fee to minimize any potential for economic discrimination.

15. Restrictions on Center Use:

None of the PCCs managed by project partners are restricted to certain purposes. Some centers have relatively sophisticated multimedia production equipment that requires training to qualify for its use, but these centers also offer hardware and software for general public access. The Boys & Girls Clubs of Monterey County again is the exception: this organization's PCC resources are selected as suitable for uses by young boys and girls and do not include the typical array of resources in a general-use PCC.

16. Involvement of Community College:

Hartnell College, in Salinas, is a long-established partner of the Monterey County Office of Education and the principal partner of the proposed project.

The College's fall, 2008 enrollment of 10,000+ students included 76% minority and 49% female. Latinos comprise well over 52% of the total. 42+% of the College's students are non-native English speakers and 65+% are the first in their family to attend college. The College serves an area with large numbers of migrant workers and their families, chronically high unemployment, and high rates of poverty. Hartnell is the only affordable and accessible postsecondary access point for the underrepresented students in the region.

This project benefits Hartnell's core mission by enabling it to improve services to vulnerable populations in its large service area. The college's participation involves three public access computer centers:

1. The Learning Wing of the Center for Advanced Technology on college's new Alisal campus in East Salinas. This center serves a working class neighborhood of about 32,000 people in underprivileged immigrant families.
2. The King City Education Center, 50 miles south, serves the communities of King City, Chualar, Gonzales, Soledad and Greenfield. King City's 2007 population was 11,518 and 80.4% Hispanic.
2. Public Computer Center, Main Campus. This center is open for uses by the general public as well as enrolled students.



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

- No

18. Is the applicant delinquent on any federal debt?

- No
- If Yes, justification for delinquency:

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

- No

C. Partners

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

- Yes

If YES, key partners are listed below:

Project Role: Sub-recipient Name: Grova, Beverly Email: bgrova@hartnell.edu Address 1: 411 Central Avenue Address 2: Address 3: City: Salinas State: California Zip Code: 93901 Organization: Hartnell College Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No
--

Project Role: Sub-recipient Name: Ricker, Chris Email: rickercm@co.monterey.ca.us Address 1: 188 Seaside Circle
--



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Address 2:
Address 3:
City: Marina
State: California
Zip Code: 93933
Organization: Monterey County Free Libraries
Organization Type: County Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Bailey, Colleen
Email: colleen@steinbeck.org
Address 1: One Main Street
Address 2:
Address 3:
City: Salinas
State: California
Zip Code: 93901
Organization: The National Steinbeck Center
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Melendez, Claudia
Email: [REDACTED]
Address 1: 945 S. Main Street, Suite 210
Address 2:
Address 3:
City: Salinas
State: California
Zip Code: 93901
Organization: Community Information Center
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Krebs, Arlene
Email: akrebs@csumb.edu
Address 1: 100 Campus Center



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Address 2:
Address 3:
City: Seaside
State: California
Zip Code: 93955
Organization: California State University Monterey Bay
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Slade, Michelle
Email: mslade@bgcmc.org
Address 1: 1332 La Salle Avenue
Address 2: Post Office Box 97
Address 3:
City: Seaside
State: California
Zip Code: 93955
Organization: Boys and Girls Clubs of Monterey County
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Congo, Paul
Email: congo@ampmedia.org
Address 1: 2200 Garden Road
Address 2:
Address 3:
City: Monterey
State: California
Zip Code: 93940
Organization: Access Monterey Peninsula
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

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



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The Monterey County Office of Education (MCOE) submits this proposal as the vehicle for collaboration with the County's other anchor institutions for the improvement and expansion of public computer center services.

The MCOE's Media Center for Art, Education, and Technology (MCAET), the lead agency for this project, operates a radio station and a low-power television broadcast station, distributing its signals regionally through five broadcast transmitters. MCAET has recently launched a program of vocational training in digital multimedia production, with support from California's Career Technology Education program.

The California State University, Monterey Bay (CSUMB), a major partner in the proposed project, will conduct two activities. First, it will increase the capacity of its Community Learning Center, which is in a neighborhood with the highest percentage of homeless, low-income persons in the City of Salinas. The Center offers computer/Internet literacy, social, life, and English literacy skills to this vulnerable population. Second, it will strengthen its Teledramatic Arts and Technology Center, which provides digital media training for children and young adults at local schools and other anchor institutions. This program includes on-campus workshops, mobile media teams and media mentors, involving university students with youth in the community. This project will support expansion of these activities by extending hours, acquiring bilingual training and facilitating the connection between the Broadband Partners.

Hartnell Community College, in downtown Salinas, operates public computer centers on its campus and at satellite centers in the Alisal district of Salinas, and King City (50 miles to the south). These centers offer broadband Internet access and training and education programs for college students and the community. Of Hartnell's 10,000+ enrolled students, 76% are minority members, more than half of which are Hispanics and Latinos. The college's service area includes large numbers of migrant workers and their families, with chronically high unemployment, and high rates of poverty. In the Alisal neighborhood, for example, 1000 families live below the poverty line. In this project, the college will add 500 desktop computer and 90 laptop computers for its three public computer centers, install an OC-3 microwave link to its Alisal campus, install a broadband fiber optic link to its King City campus, and increase its inventory of multimedia Directed Learning Activities (DLAs).

The Monterey County Free Library system (MCFL) serves the Salinas River Valley's rural communities with seventeen branch libraries, three bookmobiles, and an administrative office. It provides public access to the broadband Internet at all of its facilities. This project will fund a Supervising Librarian for Technology who will develop partnerships, advance plans to improve the library's hardware, software, training, Web access and bandwidth, and provide computer and



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Internet literacy training through the project's Mobile Digital Classroom. The MCFL will sustain this position after the grant.

Access Monterey Peninsula (AMP) is a not-for-profit media production and cable access organization funded by the City of Monterey and the City of Marina. AMP provides public, educational, and government access services, and operates several channels on the local cable television system. AMP also provides broadband Internet access through several workstations its facilities. In this project, AMP will house and manage additional workstations provided by MCOE, provide access to the broadband Internet via the City of Monterey Institutional Network, and develop a community media portal for use by project partners and the general public.

The National Steinbeck Center is an unique museum program with partnerships with MCOE, CSUMB, the Salinas Public Libraries and the City of Salinas. Scores of community organizations regularly use the center for meetings and events, adding up to 16,000 visitors per year. The Center also provides public computer center services, with school groups as regular users. Individuals and groups create original stories through writing and/or the use of digital art and video. Through this project, the Center will upgrade and expand its services through this proposed project.

The Community Education Center partners with Alisal Healthy Start and the South Monterey County Center for Arts and Technology in providing free internet classes for parents in East Salinas and Gonzales where 70-to-90% percent of the population has less than a 7th grade education. In this project, the Center will expand these classes and its ability to train Spanish-speaking parents how to use computers, access the Internet for information, and help their children with schoolwork.

The Boys and Girls Clubs of Monterey County serve youth with a primary focus on Seaside and Salinas where its main facilities are located. Approximately 4,400 youth between the ages of 6 and 18 are registered Club Members. 400-to-600 young people participate every day in the afterschool youth development and delinquency prevention programs. In this project, they will upgrade the number of their workstations and acquire needed software for training and productivity.

These six partners plus a growing number of other anchor institutions will participate in the project's Broadband Partners, a vehicle for coordinating public computer center programs, developing joint initiatives for economies of scale and resource sharing, and collaborating in ongoing programs of professional development and studies of best practices in other communities. In this way, the project will initiate a continuing process for improving training programs and access resources for Monterey County residents, focusing on the vulnerable



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populations of Hispanic and Latino residents, creating jobs and contributing to the county's long-term economic development goals.

D. Congressional Districts

22. Applicant Headquarters

- California

23. Project Service States

California

24. Project Service Areas

California - 17

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

- No

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

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

- No

E. Demographics

Demographics

28. Will your proposed project be specifically directed to serve vulnerable population groups?

- Yes



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If "Yes" which vulnerable population groups will your proposed project serve? Check as many as apply:

Hispanic

English as Second Language (ESL)

Low Income

Unemployed

Youth

Other:

29. Vulnerable Populations

In 2008, the U.S. Census Bureau's estimate of the population of Monterey County totaled 408,238 persons, of whom 53.2% were persons of Hispanic or Latino origin. This compares with the Hispanic persons equaling 36.6% of population of California. Of these Hispanic/Latino persons, 30% were foreign born; 78.2% came from Latin America. 44.1% identified themselves as Spanish speakers, and 24.6% indicated that they speak English "less than very well."

According to the Census data, 70% of people age 25+ had graduated from high school and 30% were high school dropouts and were not currently enrolled in school.

The American Community Survey indicates that 74.3% of the Monterey County population is of school age and currently enrolled in elementary or high school. The county has a sizeable number of these young persons living in households where English is not spoken very well and with parents who have less than a 9th grade education. In addition, 17% of children under the age of 18 live in households that are below poverty level. For female householders, the poverty rate jumps to 22%.

This project serves this vulnerable population by operating primarily in the Salinas River Valley, addressing particular interests and priorities, and providing culturally relevant outreach and training. The following cities, located in the South Salinas Valley, have the highest percentages



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of Hispanic residents: Salinas (62.3%), Gonzales (82.9%), Greenfield (86.0%), King City (70.3%), San Ardo (27.6%), Soledad (83.9%). (U.S Census 2000)

Familial and financial obligations as well as lack of transportation make returning to or continuing school a challenge for those who live in this area. This project seeks to alleviate those barriers, increase the ability to speak English well, and engage students in a rich and interesting curriculum that connects them to school and community and provides a vision for personal achievement.

The need to connect this vulnerable population to opportunities for study of the English language and other subjects—and to American culture—is of the utmost importance for the future economic health of Monterey County. The connection requires both communication skills via the broadband Internet and linguistic, cultural, educational, and economic knowledge ad skills. This goal also involves strengthening interactions within and between families, educational institutions, and other community organizations.

The project partners are established, capable, respected organizations in the county and dedicated to enriching the lives of this vulnerable population. The broadband Internet has great potential for supporting their efforts to qualify for and find gainful employment and contribute to the region’s economic development.

30. Accessibility

The proposed project is not specifically directed to serve people with disabilities. However, each of the partner organizations conducts an established program of services and complies with the Americans with Disabilities Act’s provisions to ensure accessibility for both employees and other people with disabilities.

In addition, the proposed project includes specific provisions for accessibility, as follows:

The California State University, Monterey Bay, will acquire four concurrent licenses for Kurzweil 3000 Professional Software for people with physical and learning disabilities. This software is also beneficial for English Foreign Language learners as it will read text in six languages: Spanish, English, French, Portuguese, Italian, and German.

The Monterey County Office of Education will install an elevator in its new Career Technology Education Center to ensure accessibility of specialized facilities, i.e., multimedia digital editing workstations.

31. Other Languages



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According to the U.S. Census Bureau's 2008 population estimates, the Monterey County population of 408,238 persons includes persons in the following demographic groups:

White 85.4%

Black 3.6%

American Indian and Alaskan Native 1.4%

Asian 6.4%

Native Hawaiian and Other Pacific Islander 0.5%

Persons reporting two or more races 2.8%

Persons of Hispanic or Latino origin 53.2%

White persons not Hispanic 35.1%

In addition, the U.S. Census Bureau data for the year 2000 indicates that in Monterey County, 47.3% of persons of age 5+ speak a language other than English at home. The 2008 county population (excluding persons under 5 years of age, which was 8.8% of the total), was 372,313. If the language patterns of 2000 hold, approximately 176,000 persons speak Spanish at home, and probably qualify as Limited English Proficient speakers.

The large majority of these persons live in the Salinas River Valley. Detailed statistics for the Valley could be compiled from Census tract data, but these demographics can be extrapolated informally from the percentages of Hispanic residents in the Valley's largest population centers: Salinas (62.3%), Gonzales (82.9%), Greenfield, (86.0%), King City (70.3%), San Ardo, (27.6%), and Soledad (83.9%).

The proposed project targets the communities Salinas River Valley. Hartnell College, the Monterey County Office of Education and the project's four community partners have their main facilities in Salinas. In addition, Hartnell has a satellite campus in King City; nearly all of the Monterey County Free Libraries' seventeen branches serve Valley communities (see Supplementary Information); and County Office has a service center in Gonzalez High School and low-power television broadcast services to the entire Valley.

Each of the project partners operates one or more public computer centers that serve Spanish-speaking people residing in the Salinas River Valley. Accordingly, every partner and every center assigns a high priority on bilingual materials for training and educational materials, online resources, and outreach communications. The training resources include materials for English as a Second Language (ESL) learners as well as bilingual materials for computer and Internet literacy.

Outreach



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32. Public Computing Centers Outreach

The Monterey County Office of Education will implement the proposed project's outreach strategy on behalf of the partners, even as they continue their own outreach activities.

The goals of the project's outreach campaign are to (a) raise awareness of the value of Internet resources for personal growth (especially through training and formal education), community interaction, and personal economic development (especially through vocational studies and job searches); (b) motivate members of the target vulnerable population to take advantage of the project's resources for computer/Internet literacy training and advanced studies in multi-media production; and (c) motivate the target group members to establish and pursue personal goals using the broadband Internet.

This campaign targets all County residents who do not already use the broadband Internet but the primary target is the County's vulnerable population of Hispanic and Latino individuals, particularly those with low incomes. Many of these individuals presumably lack time for Internet-related activities during the workweek; ready access to public computer centers; the money for computers and Internet and cable television services in the home; and English language proficiency.

The outreach strategy engages the project's students and trainees in producing digital multimedia materials for the campaign, as learning exercises.

The campaign includes the following media:

Video Programming (Broadcasts, Cablecasts and Webcasts). The project's primarily affective outreach goals mirror those of commercial advertising, a field in which the television medium has been very effective. Therefore, the strategy emphasizes video programming that shows people from the target population engaged in productive and enjoyable uses of broadband services. Broadcasts, which can be received with only simple TV receiver and a "rabbit ears" antenna, and without cost, will be most widely accessible.

Mobile Digital Classroom Exterior Signage. The mobile digital classroom will provide generous exterior space for signage that identifies project services and promotes uses of computers and the broadband Internet. Like the broadcasts, this signage could be viewed without the cost of Internet or cable services.

Project Website. A community-oriented project website, inspired by www.thebeehive.org/ will serve as a gateway to a user-generated online multimedia database of local resources of interest to the target population.

Project E-mails. A community social network will involve trainees in sharing their experiences with the project centers and training programs, and the broadband Internet generally.



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Printed Materials. The project will distribute brochures through outlets selected for their popularity with members of the target population.

33. How many total users do you expect to generate through the use of BTOP funds at your public computer center(s)?

➤ 16000

Training and Education

34. Peripherals and equipment

Most of the partners have requested desktop or laptop computers for the PCCs. The Monterey County Free Libraries has requested a small number of these devices due to space limitations and use the mobile digital multimedia classroom to accommodate the growing number of users. Hartnell College has requested 90 laptop computers for short-term loans to individual users. This strategy can accommodate the some users' and save seating in the PCC, and can be popular on a commuter campus like Hartnell. Other partners—The Community Information Center, California State University Monterey Bay, and the Monterey County Free Libraries—have requested a total of nine laptops either for staff use or as loaners.

The largest category of category of peripheral equipment requested by this project's partners is multimedia equipment: digital still and video cameras, video servers, LCD projectors, production audio equipment for field use, and field lighting kits. CSUMB, Hartnell and MCOE have requested the most advanced devices, but all PCC's are supporting at least entry-level multimedia production.

The Boys & Girls Club will purchase 65 special purpose circuit boards to equip desktop computers with simple movie-making functions. The Club's youthful users will be able to make relatively advanced movies for posting on YouTube

Other less common peripheral devices include external speakers for computers running screen readers, web cams, and color printers.

35. Workstation software

The participating centers typically provide commercial productivity and multimedia software for beginner and advanced users. Staff members provide individual support during all operating



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hours and conduct scheduled group sessions. Publishers' manuals and third-party user's guides are readily available for direct reference by users.

The Community Information Center currently uses live instructors to teach the basics of computer literacy, and is developing a website, [ABetter American.org](http://ABetterAmerican.org), for bilingual training resources.

For younger users, the Boys & Girls Clubs of Monterey County uses a series of learning exercises from http://www.myclubmylife.com/arts_tech.

Hartnell College uses a growing collection of Directed Learning Activities developed by faculty and staff. They will develop 50+ more multimedia, modular resources during this project.

The College's PCC also provides software for handicapped users: Kurzweil Reader, DragonDictate (speech recognition), JAWS (screen reader), and ZoomText (screen magnifier).

California State University, Monterey Bay will acquire Kurzweil3000 software to provide individualized learning opportunities for English speakers learning a foreign language, the physical and learning disabled, and those who lack sufficient reading and writing skills.

CSUMB's Assistive Technology Specialist will train staff on the use of the Kurzweil3000 software with the Center's users, and provide individualized instruction as needed.

36. Training and education programs

This project's training and education programs range from basic computer literacy training to career technology education at the secondary and post-secondary levels. In response to the goals of the Recovery Act on job creation and the needs of the Monterey county community this project emphasizes job-training programs and job-related instruction.

Given character count limitations this section provides very brief information from the major partners.

Monterey County Office of Education (MCOE)

1. Career Technology Education Center in Digital Multimedia Production and Management

This is a job-related certification program for young persons, to be articulated with postsecondary studies at Hartnell College and the California State University Monterey Bay. The curriculum includes 360 hours of instruction over two semesters. There are two beginning level classes and one advanced level class per semester.

The program will be taught by two instructors (to be named) with appropriate academic backgrounds and related work experience.

Each semester, MCOE/MCAET will enroll 25 students in each of two Beginning Media Production courses. Each year, MCOE/MCAET will enroll 10 students in one year-long



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Advanced Media Production course. Each summer, MCEO-MCAET will enroll 20 students in one Beginning Media Production course. These enrollments will total 80 students per year. Students who complete each of these courses satisfactorily will receive a certificate of completion.

2. Mobile Digital Multimedia Classroom

The MCOE will operate this training-oriented vehicle, serving vulnerable populations in the Salinas River Valley. The training curriculum will be oriented to the broadband Internet, commercial productivity software, e.g., Microsoft Word and Appleworks, and commercial multimedia software, ranging from entry-level applications, e.g., Adobe® Photoshop® Elements 8 to advanced applications, e.g., Adobe® Creative Suite® 4 applications: InDesign, Photoshop Extended, Illustrator, Flash Professional, Dreamweaver, Fireworks, Acrobat 9 Pro, Adobe Bridge, Adobe Device Central, Version Cue.

Training will be provided by a qualified librarian, to be selected.

Monterey County Free Libraries (MCFL)

MCFL staff is trained to assist the public in using general computer software, library software and the Internet. 4 branches have offered formal computer training classes. All professional library staff is familiar with the Internet, online reference resources and a windows operating environment. Professional staff offers one-to-one assistance to the public in regard to the use of public library computers. Services are offered in English and Spanish and include web-based access to the library catalog and databases, reader's advisory, reference/research, job seeking assistance, Library by Mail Program, Book Club to Go Program, Literacy Program and Youth Services.

Community Education Center

The curriculum (A BetterAmerican.org) is centered parents as keys to the success of their children. Teaching parents how to use computers and access the Internet provides parents with practical tools and the confidence that they can support the education of their children.

Workshops will be provided to the participants in collaboration with Alisal Healthy Start and the South Monterey County Center for Arts and Technology. Programs that are thirty-two hours in length have been developed on basic computer and Internet access for Spanish speaking adults. Two full-time instructors who are native Spanish speakers and understand the culture of their students have helped develop programs tailored to the community and their needs.

California State University Monterey Bay (CSUMB)

The Community Learning Center offers job training and computer literacy programs. Over 50 people have received job training with 76% of the most recent cohort finding employment. The Center computers for training and access to on-line marketing opportunities for the Peter Maurin



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Work Coop, composed of formerly homeless persons who produce custom silk-screened shirts and bags.

Students majoring in Teledramatic Arts and Technology train over 515 teens annually in digital media, using a three-pronged approach: Campus Workshops and a Teen Media Summit, Mobile Media Teams, and Media Mentors. The curriculum includes all day audio and video workshops are held on ten Saturdays at CSUMB, with instruction on the use of professional quality equipment for studio and field production. Teams of CSUMB faculty, staff, students, and community members form mobile media teams that go to community sites such as learning centers, social service agencies, and high schools teaching workshops in audio, video, animation, media and visual literacy. CSUMB will develop certificate programs and/or career pathways to help prepare high school students for entry into CSUMB as Media Arts Majors and for jobs in the new economy using digital media technology. Faculty teams will develop curricula and technological standards to be disseminated to other counties and states.

Hartnell Community College

At Hartnell's new Alisal campus library staff assist users with public technology use. On-campus academic courses on the use of technology also are available. Instructors are credentialed and certified by the college and the state to teach subject matter.

The King City Education Center, 50 miles south of the main Salinas campus, offers general education, transfer, basic skills, and vocational. Computer literacy classes and English as a Second Language classes are offered to the public in order to meet the community and business needs.

The Tool Kits for Life Long Learning activity develops DLAs (Directed Learning Activities) for inclusion in the PCC training and education programs. The college has been testing this curricular method for the last 3 semesters as a means to address particular needs and/or gaps in learning for individuals.

37. If you are providing educational or training programs, how many people in total will these programs reach on an annual basis?

➤ 80

38. How many hours of training will be provided to each participant?

➤ 360

39. How many Full Time Employee (FTE) instructors or facilitators will you employ for these courses?



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➤ 2

F. Project Budget

40. Project Budget	
Federal Grant Request	\$4,263,887
Total Match Amount	\$2,142,549
Total Budget	\$6,406,436
Match Percent	33.4%

41. Projects Outside Recommended Funding Range:

➤

42. Sustainability:

The Monterey County Office of Education and each of its partners in this application are proposing activities or projects to which they have long-standing commitments as integral to their institutional or organizational missions. The vast majority of support requested in this proposed project will support one-time expenses for equipment and facilities that the applicant and sub-recipients are well prepared to operate and maintain within their ongoing budgets.

Monterey County Office of Education (MCOE)

The MCOE's Media Center for Art, Education and Technology (MCAET) initiated its Career Technology Education Center in Multimedia Production and Management with support from the California Department of Education's Career Technology Education Plan, which the U.S. Department of Education has approved. This program is basic to the mission of the MCOE and the MCAET and responsive to widely recognized needs in Monterey County for improved opportunities for vocational training that will assist the county's youth (and particularly the Hispanic youth) to qualify for positions that pay satisfactory wages.

The MCAET also manages public access computer centers in its own facilities, at Gonzalez High School and Access Monterey Peninsula, in cooperation with those agencies, and in the mobile Digital classroom to be acquired through this project. The operating costs of these centers are within the regular operating resources of the MCOE.



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Hartnell College

Through its participation in this project, Hartnell will acquire capital equipment, including telecommunication links, in support of its long-established commitment to public computer centers on its main campus and on two satellite campuses in King City and the Alisal neighborhood of Salinas. Again, these programs are basic to the college's mission to provide educational services to residents of the Monterey county and wholly consistent with its commitment to the community's vulnerable populations.

Hartnell's letter of commitment confirms the sustainability of these activities.

California State University, Monterey Bay (CSUMB)

In this project, CSUMB will acquire equipment needed for a long established educational program that provides the Monterey County community with eligible training services in digital multimedia production and its public computer center in Salinas that serves a vulnerable population of low-income persons in the community. These programs are basic to CSUMB's mission and the costs of their continued operation and maintenance are within the regular operating resources of the CSUMB.

Please see the other sub-recipients' letters for statements of the sustainability of their participation in this project.

43. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	Matching Contributions Cash Matches: Match #1 a) name of party providing match Monterey County Office of Education b) funding amount (and % of total) \$1,185,000 (16.8%) c) type of funding Grant Match: \$660,000 Internal: \$525,000 d) use of funding Renovation of facilities for Career Technology Education Center, with elevator to provide accessibility of specialized space; and Purchase of six Computer Carrel Workstations



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	<p>e) financing terms and conditions. (not applicable)</p> <p>In-kind Matches</p> <p>a) name of party providing match, Monterey County Office of Education</p> <p>b) funding amount (and percentage of total budget) \$129,165 (1.8%)</p> <p>c) nature of in-kind contribution, Indirect Costs related to matching support</p> <p>d) an explanation of how contribution qualifies as an eligible cost under BTOP eligible cost rules, and Indirect Costs are related to eligible costs</p> <p>e) if contributor is not Applicant, a description of benefits contributor will derive from project (e.g., free or discounted access to network). (not applicable)</p> <p>Cash Matches: Match #2</p> <p>a) name of party providing match Hartnell College</p> <p>b) funding amount (and % of total) \$440,050 (6.2%)</p> <p>c) type of funding State & Local Bond Revenue</p> <p>d) use of funding • 50% Installation/maintenance of fiber optic link for Internet access at satellite campus</p> <ul style="list-style-type: none"> • Purchase of video camera & editor • Purchase of 400 desktop computers • Purchase of 6 software servers • Installation of data cabling (contracted) <p>e) financing terms and conditions. (not applicable)</p> <p>In-kind Matches</p> <p>a) name of party providing match, Hartnell College</p> <p>b) funding amount (and percentage of total budget) \$70,070 (1.0%)</p> <p>c) nature of in-kind contribution, State-funded Staff time</p> <p>d) an explanation of how contribution qualifies as an eligible cost</p>
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	<p>under BTOP eligible cost rules, and</p> <ul style="list-style-type: none"> • Installation/maintenance of microwave link for Internet access at satellite campus • Development of curriculum materials • Installation of access centers • Provision of assistance to community users <p>e) if contributor is not Applicant, a description of benefits contributor will derive from project (e.g., free or discounted access to network). (not applicable)</p> <p>Cash Matches: Match #3</p> <p>a) name of party providing match Monterey County Free Libraries</p> <p>b) funding amount (and % of total) \$43,312 (.6%)</p> <p>c) type of funding Internal</p> <p>d) use of funding • Purchase of 14 desktop computers</p> <ul style="list-style-type: none"> • Purchase of 3 laptop computers • Contract for 8 T1 lines to branch libraries <p>e) financing terms and conditions. (not applicable)</p> <p>In-kind Matches</p> <p>a) name of party providing match, Monterey County Free Libraries</p> <p>b) funding amount (and percentage of total budget) \$58,170 (.8%)</p> <p>c) nature of in-kind contribution, State-funded Staff time</p> <p>d) an explanation of how contribution qualifies as an eligible cost under BTOP eligible cost rules, and</p> <ul style="list-style-type: none"> • .25FTE for management of BTOP project <p>e) if contributor is not Applicant, a description of benefits contributor will derive from project (e.g., free or discounted access to network). (not applicable)</p> <p>Cash Matches: Match #5</p> <p>a) name of party providing match Boys & Girls Clubs of Monterey</p>
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	<p>County</p> <p>b) funding amount (and % of total) \$15,480 (.2%)</p> <p>c) type of funding Internal/Grant</p> <p>d) use of funding Computer technical support services</p> <p>e) financing terms and conditions. (not applicable)</p> <p>In-kind Matches</p> <p>a) name of party providing match, Boys & Girls Clubs of Monterey County</p> <p>b) funding amount (and percentage of total budget) \$111,482 (1.6%)</p> <p>c) nature of in-kind contribution, Staff time</p> <p>d) an explanation of how contribution qualifies as an eligible cost under BTOP eligible cost rules, and • 1.00 FTE, Technology Specialist</p> <p>• .15 FTE, Unit Director</p> <p>e) if contributor is not Applicant, a description of benefits contributor will derive from project (e.g., free or discounted access to network). (not applicable)</p> <p>Cash Matches: Match #4</p> <p>a) name of party providing match Community Information Center</p> <p>b) funding amount (and % of total) \$61,421 (.9%)</p> <p>c) type of funding Internal</p> <p>d) use of funding Sharing of eligible costs:</p> <ul style="list-style-type: none"> • Instructors/coordinators • Purchase of 2 desktop computers • Purchase of 2 LCD projectors • Purchase of 20 laptop computers • Purchase of 2 computer printers • Printing of class materials & manuals • Provision of recognition materials • Child care • Website design/maintenance <p>e) financing terms and conditions. (not applicable)</p> <p>In-kind Matches</p>
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	<p>a) name of party providing match, b) funding amount (and percentage of total budget) c) nature of in-kind contribution,</p> <p>Cash Matches: Match #6 a) name of party providing match National Steinbeck Center b) funding amount (and % of total) \$15,000 (.2%) c) type of funding Internal/Grant d) use of funding Computer technical support services e) financing terms and conditions. (not applicable)</p> <p>In-kind Matches a) name of party providing match, National Steinbeck Center b) funding amount (and percentage of total budget) \$13,428 (.2%) c) nature of in-kind contribution, Staff time d) an explanation of how contribution qualifies as an eligible cost under BTOP eligible cost rules, and • .20 FTE, Guest Services Manager • .20 FTE, Facilities Manager e) if contributor is not Applicant, a description of benefits contributor will derive from project (e.g., free or discounted access to network). (not applicable)</p>
Unjust enrichment	Neither the Applicant nor any of its sub-recipients is receiving or has applied for federal support in the same proposed funded service area as its proposed BTOP project.
Disclosure of federal and/or state funding sources	Disclosure of Federal and/or State Funding Sources The Applicant, the Monterey County Office of Education, has received grants for activities or projects to which this project relates from the National Telecommunications and Information Administration's Public Telecommunications Facilities Program



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(NTIA/PTFP) and the U.S. Department of Agriculture’s Rural Utilities Services (USDA/RUS). These grants were awarded and the projects completed several years ago.

The Applicant and its sub-recipients have not received or requested other federal and state funding for the proposed activities or projects. The have however received federal and state funding for education and technology that might be considered “related” to the present application, inasmuch as these educational agencies have long histories of productive work.

44. Budget Narrative	
Budget narrative	<p>This project includes seven agencies with established public computing centers, different needs for enhancing their programs and increasing their capacity, and a shared commitment to serving the County’s vulnerable populations and cooperating with other local agencies that have compatible goals.</p> <p>This project’s diversity in resources, perspectives and methods is among its strengths, but is also a challenge for presenting a concise narrative version of the project budget. Our best approach is to highlight the partners’ plans.</p> <p>The Monterey County Office of Education (MCOE) will establish a Career Technology Education Center for vocational training in digital multimedia production and management. This training requires digital video equipment, studio and editing facilities, as well as portable systems for field production. The curriculum is conceived as a practicum, so that the Office’s low-television television station becomes a vital learning resource: students will distribute their products regionally through the air, local cable systems and the broadband Internet.</p> <p>The MCOE also will operate a mobile digital multimedia classroom, a customized RV with fifteen computer workstations. This vehicle will support digital multimedia training from entry-level computer and Internet literacy to advanced multimedia production. The vehicle will be equipped with a remote microwave transmitter to send video programming to the home base from locations beyond the current</p>



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	<p>reach of the broadband Internet.</p> <p>California State University, Monterey Bay (CSUMB) will add capacity to its existing PCC in a nearby low-income community, and strengthen its successful service learning program, in which university students train community youth in digital multimedia production skills.</p> <p>Hartnell College will increase the capacity and functionality of existing PCCs in the college’s two satellite campuses by adding workstations and extending its on-campus network to the satellite campuses with broadband data links. Hartnell also will continue its development of Directed Learning Activities (digital multimedia learning modules).</p> <p>The Monterey County Free Libraries serves the Salinas River Valley population with 17 branch libraries with PCCs and three bookmobiles. It will acquire hardware and software to improve its services, and provide a computer literacy instructor for MCOE’s mobile training program.</p> <p>The Boys and Girls Clubs of Monterey County and the National Steinbeck Center both provide PCCs oriented to elementary age users. Their enhancement plans, like those of the other partners, emphasize multimedia applications of the broadband Internet: their users will have access to entry-level video production tools.</p> <p>Lastly, the Community Information Center provides computer literacy training designed for Hispanic parents as well as their children. The Center has launched a website that will offer a range of bilingual learning resources.</p>
Budget reasonableness	<p>The needs for the costs included in this proposed project have been identified by senior staff with substantial experience in the management of public computer centers and related training and education programs. Their priorities for hardware and software acquisitions are based on direct observations of the persons served in their centers, their evaluations of products that are commercially available, and their assessments of rising trends in user demand. The number of acquisitions are as always tempered by space constraints, project management requirements, maintenance cost</p>



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	<p>projections, etc. The possibility exists that the numbers of users will increase and the average “seat time” of users will rise as members of the public discover the potential benefits of using the broadband Internet, and the project partners will want to add capacity to their centers. That possibility is much more likely to become real than the possibility that the partners have called for too many workstations. Estimates of the costs of specific items likewise are based on either direct experience or recent quotations from reliable vendors. A prime example is the mobile multimedia digital classroom. This will be a unique, custom-built vehicle, with few precursors. To arrive as a reasonable estimate of the cost of this key item, staff members of the Monterey County Office of Education reviewed the recent (2008) related experiences of the Southern California Development Corporation, conferred with that organization’s project manager, reviewed the online offerings of three established firms that provide customized vehicles for similar training purposes, and issued a Request for Information (RFI) from a firm that was able to respond in a timely manner. The result is a preliminary design and cost estimate that serve as reasonable basis for further planning and this application. Actual purchases will be made through established policies and procedures of the respective agencies, including competitive bidding, and will comply with applicable federal regulations.</p> <p>All budgetary information in this application has been reviewed for accuracy and internal consistency. While we have learned never to say, “Never,” we do not anticipate the discovery of errors in these financial documents.</p>
<p>Demonstration of need</p>	<p>The Monterey County Office of Education has submitted numerous grant requests during the past two years and achieved very limited success with rejections often accompanied by kind comments about the program’s goals. This past year has been made difficult by the current negative economic climate, which has curtailed the generosity of private foundations.</p> <p>During 2009, the MCOE requested support from the following grantors: Barnett Siegal Foundation, California State Parks Foundation, The Chapman Foundation, Community Foundation for</p>



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Monterey County, Harden Foundation, Gannett Foundation, Walter and Elise Haas Foundation, McGraw Hill, MacArthur Foundation, Milken Family Foundation, Monterey Peninsula Foundation, Sally Hughes Church Foundation, Talbot, and YBR.

These requests generated \$8,500 from three grantors, two of which granted half the amount they had provided in the previous year. There is virtually no probability of securing private funding a project as large as the present BTOP proposal. A large-scale project crosses institutional boundaries and combines community and public agency interests also is rarely fundable through regular public agency channels, even in the best of times.

The Monterey County Free Libraries system has had to adjust to severe budget cuts, and has been unable to fund a key technology staff position or acquire sorely needed digital archive management software. Despite the diligence of its Foundation, the Libraries cannot advance into the Digital Age.

Local private organizations also are having difficult times. For example, the National Steinbeck Center conducts excellent educational programs that have are adopted elsewhere in California and other states. Still, the Center's use of technology reveals its lack of resources: its website is unchanged since 1999; the Center lacks WiFi access and publicly accessible computers; and the Center's server requires updating to accommodate current software. Updated technology would help to keep the community engaged with the Center and its exemplary programs.

These financial difficulties of course exist throughout California and the nation. The MCOE and Hartnell College have been fortunate to secure state funds for the construction of high-priority facilities that will support job creation and economic development for the Salinas River Valley and Monterey County. But empty buildings will not create jobs or stimulate the economy beyond the period of construction. These two projects are providing nearly all of the matching resources for this project, yet they do not meet the needs for realizing their respective goals.

This project presents a fine opportunity for BTOP to leverage its



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	resources and activate well-conceived initiatives for increasing access to the broadband Internet, preparing members of a vulnerable population for better-paying employment, and stimulating economic development in California’s Salinas River Valley.
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45. Funds to States/Territories

States	Amount of Federal Grant Request
California	4,263,887

Funds to States/Territories Total: \$4,263,887

G. Historical Financials

46. Matching Funds			
	2007	2008	2009
Revenue	68,839,738	74,393,848	99,374,781
Expenditures	91,761,119	98,781,609	128,450,824
Net Assets	27,454,552	29,174,012	28,427,217
Change in Net Assets from Prior Year	3,089,703	1,719,460	-746,797
Bond Rating (if applicable)			

H. Public Computer Center Summary

47. Jobs	
How many direct jobs-years will be created from this project?	16
How many indirect jobs will be created from this project?	15
How many jobs will be induced from this project?	17



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48. Methodology used to estimate jobs:

We have estimated the number of direct and indirect job created from this project using the methodology suggested by the Council of Economic Advisors. Briefly, we divided the requested federal support (\$4,476,835) by the Council’s figure (\$92,000) and arrived at a total of 48.66 job-years created by government spending. Of these job-years, 64% represent direct and indirect effects, a total of 31.14 job-years, and 36% present induced effects, a total of 16.54 job-years. The Council assumes that “both direct and indirect output effect of government spending move one-for-one with spending,” but its formula does not yield separate figures for these effects even though BTOP requires separate figures. Since government spending affects both kinds of jobs equally, we conclude that it would be reasonable to divide the total of 31.14 direct and indirect job-years evenly between those categories. This, dealing with whole numbers, we have 16 direct job-years and 15 indirect job-years.

49. Proposed # of Public Computer Centers	
Schools (k-12)	1
Libraries	17
Medical and Healthcare Providers	0
Public Safety Entities	0
Community Colleges	3
Public Housing	0
Other Institutions of Higher Education	2
Other Community Support Organization	8
Other Government Facilities	0

Total Proposed Public 31



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Computer Centers

**Current Total Persons
in Service Area** 282000

50. Minority Serving Institutions	
Historically Black Colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	1
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	1

51. Weekly Usage Summary	
Total Current # of Persons Served per 120-hour Business Week	9698
Total Proposed # of Persons Served per 120-hour Business Week	13079
Total Current # of Persons Served per 48-hour Weekend	1224
Total Proposed # of Persons Served per 48-hour Weekend	3006



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52. Broadband Workstation Summary	
Number of Current Workstations proposed to be upgraded	352
Total Current # of Broadband Workstations	590
Total Proposed # of Broadband Workstations	1154
Average Current Facility Broadband Connection Speed	6.10 Mbps
Average Proposed Facility Broadband Connection Speed	7.70 Mbps

I. Project Readiness

53. Licenses and Regulatory Approvals

Implementation of this proposed project will require Federal Communications Commission licenses for microwave links specified by Hartnell College and the Monterey County Office of Education.

Hartnell will install an OC 3 Microwave Link between the College's main campus and the Alisal Campus (fiber optics are not available). The College currently maintains microwave and fiber links to other satellite campuses, and has over ten years of experience in both implementing and maintaining such networks.

MCOE will acquire a portable microwave transmitter to transmit digital multimedia data from the Mobile Digital Multimedia Classroom to the MCOE's main campus in Salinas. This link will supplement/back-up wired connections to the broadband Internet.

Applications for these licenses have not been filed at this time.

54. Organizational Readiness

The Monterey County Office of Education has been in operation for 150 years, serving as a resource for 24 school districts, two community colleges and a state university campus. The MCOE has the legal, fiscal, educational, and technical experience with larger federal and state grants to conduct this product on schedule and within budget, and to achieve the goals of the project and BTOP. The project director is Hamish Tyler, Manager of MCOE's Media Center for



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Art, Education and Technology. Mr. Tyler is an experienced educator and educational administrator. His current responsibilities include managing the MCOE's low-power television station, and a series of mountaintop transmitters. His support network for this project includes the MCOE's Administration & Business Services Division, the distinguished directors of the MCAET Foundation, and the professional staff of the Media Center.

The California State University Monterey Bay, founded in 1994, is the central coast region's campus of the California State University system. This institution likewise has a history of successful implementation of large-scale projects funded by federal and state grants and is well prepared for its participation in this BTOP project.

The third major partner, Hartnell College, founded in 1920, also has extensive experience with the management of extramurally funded educational and facilities projects, and has developed two substantial branch campuses to serve Monterey county.

In addition to their individual track records, these three principal partners of this project have a successful history of collaboration with each other and other local organizations in visionary initiatives. Most recently, CSUMB has been providing leadership for the Central Coast Broadband Consortium, a broadly based collaboration that is seeking BTOP support for a regional fiber optic network. MCOE and Hartnell are active participants in that enterprise. These three partners share two additional characteristics: understanding of the potential benefits of digital technology and the broadband Internet, and determination to make those benefits available to Monterey County's vulnerable Hispanic population, in support of their aspirations for higher standards of living.

This project's smaller partners, the Monterey Free Libraries, the Boys & Girls Clubs of Monterey County, the National Steinbeck Center, and the Community Information Center, share the larger partners' commitments to collaboration, digital technology and the well being of the county's Hispanic residents. These organizations are well established in the community and have the professional leadership to manage their participation in the propose project.

55. Project Timeline and Challenges

The project's scheduling goals include purchasing and installing all hardware and software within the first twelve months, so that enhanced services could be initiated at the earliest possible date. These goals are implicit in the following preliminary timeline.

FIRST QUARTER (presumably October – December 2010)



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Objectives for this quarter emphasize project initiation: completing the award documentation, complete sub-award agreements with partners, recruiting new personnel, and filing FCC license applications.

Activate the Broadband Partners: recruit additional members, negotiate plans for monthly meetings, and commence monthly meetings

Develop Public Computer Centers: Order and install computers, peripherals and software; recruit PCC personnel;

SECOND QUARTER

Commence expanded operations of PCCs by the end of the quarter

Request bids for renovation of space for the Career Technology Education Center

Award renovation contract by the end of the quarter

Develop and release bid request for mobile digital multimedia classroom

Award contract for mobile digital multimedia classroom by end of quarter

Develop detailed outreach plan, in consultation with partners

Develop logo, theme and principal messages for outreach plan

Establish performance data reporting protocols with project partners

Initiate quarterly progress reports to Advisory Committee and BTOP

THIRD QUARTER

Take delivery of mobile digital multimedia classroom by end of quarter; commence services

Initiate outreach plan: launch project website, initiate video programming, initiate online social network

Initiate renovation work on Career Technology Education Center

Continue PCC operations and Broadband Partner activities

FOURTH QUARTER

Recruit Teachers for Career Technology Education Center

Purchase multimedia equipment Career Technology Education Center by end of quarter

Continue PCC operations, Broadband Partner activities and outreach plan

CHALLENGES

This preliminary overview of the project's implementation plan calls for the rapid launch of activities, with the focus on initiating processes in which the responsiveness of third parties would influence progress.



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The first of these challenges is the renovation of spaces for the Career Technology Center. The time required for this work depends on several factors that are beyond the grantee's control. The best mitigation measure is to begin the process ASAP, before a BTOP award. This strategy will be attempted.

The second challenge involves the time needed to build the mobile digital classroom. The best mitigation measure is to include the delivery schedule in the bid specs. This will be done. Other challenges appear to be the familiar hurdles that all projects experience.

56. SPIN Number

J. Environmental Questionnaire

57. Does this PCC application have construction or ground disturbing activities?

No

If no, please answer the questions below. If yes, please do not answer the questions below and instead proceed to the next page to answer the expanded environmental questionnaire.

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

Yes

The proposed action does involve the procurement of construction materials. These materials will be installed in an existing building (the Monterey County Office of Education).

59. Does the proposed action involve procurement of electronic equipment? If yes, will the equipment be disposed of in an environmentally sound manner at the end of its useful life?

Yes



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60. Does the proposed action involve construction, remodeling, or renovation? If so, will these activities be limited to only minor interior renovations to a structure, facility, or installation? If yes, click "Add" to include a description of the proposed renovations with your project summary.

Yes

The proposed action involves remodeling or renovation of a portion of the Monterey County Office of Education to prepare it for use as the Career Technology Center for Digital Multimedia Production. These activities will be limited to minor interior renovation of this existing building.

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

No

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

Yes

The proposed renovation project involves teaching at an existing facility, in that the project will prepare space within an existing facility for an educational program.

63. Does the proposed action involve ground or surface disturbance to accommodate new fiber optic cable? If yes, please click "Add" to include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required.

No

64. Does the proposed action involve an upgrade of broadband service to an existing facility or structure? If yes, please include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required?

No



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K. Environmental Questionnaire – Part 2

65. Project Description

66. Property Changes

67. Buildings

68. Wetlands

69. Critical Habitats

70. Floodplain

71. Protected Land

72. Coastal Area

73. Brownfield



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Uploads

The following pages contain the following uploads provided by the applicant:

Upload Name	File Name	Uploaded By	Uploaded Date
Management Team Resumes and Organization Chart	Upload - 1 Management.pdf	Tyler, Hamish	03/15/2010
Government and Key Partnerships	Upload = Partnerships.pdf	Tyler, Hamish	03/15/2010
Historical Financial Statements	MCOE Historical Financials.pdf	Tyler, Hamish	03/15/2010
Public Center Detail	Upload - 4 PCC Details 5367.xls	Tyler, Hamish	03/15/2010
Detailed Budget	Upload - 5 Budget Detail 5367.xls	Tyler, Hamish	03/15/2010
BTOP Certifications	BTOP Certifications 5367.pdf	Tyler, Hamish	03/15/2010
SF424 Budget (A or C)	SF-424A.pdf	Tyler, Hamish	03/15/2010
SF424 B and D Assurances	BTOP SF-424B.pdf	Tyler, Hamish	03/15/2010



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Supplemental Information	Supplementary Information.pdf	Tyler, Hamish	03/15/2010
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