



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

Submitted Date: 3/14/2010 12:55:56 PM	Easygrants ID: 5319
Funding Opportunity: Public Computer Centers	Applicant Organization: THOMAS EDISON STATE COLLEGE
Task: Submit Application - Public Computer Centers	Applicant Name: Ms. Norma Blake

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	054531850
CCR # (CAGE)	1Q1C6
Legal Business Name	THOMAS EDISON STATE COLLEGE
Point of Contact (POC)	PHILIP SANDERS 6099844099 Ext. 2445 psanders@tesc.edu
Alternate POC	FAROUK HASSIEB 6092922108 Ext. 2380 fhassieb@tesc.edu
Electronic Business POC	PHILIP SANDERS 6099841109 Ext. 2445 psanders@tesc.edu
Alternate Electronic Business POC	FAROUK A. HASSIEB 6092922108 Ext. 2385 fhassib@tesc.edu

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	Ms.
First Name	Norma
Middle Name	
Last Name	Blake



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Suffix	
Telephone Number	609-278-2640
Fax Number	609-278-2652
Email	nblake@njstatelib.org
Title	State Librarian

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Mr. Mike , Rasimowicz	6092782640 199	mrasimowicz@njstatelib.org

4. Other Required Identification Numbers

Easygrants ID	5319
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	State or State Agency
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	HASSIEB, FAROUK
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: New Jersey Libraries – Anchor Institutions as Instruments of Recovery

Project Description: The New Jersey State Library is applying for funds to create job centers in New Jersey public libraries to address the high rate of unemployment over the next three years. Increasing the availability of job search assistance and training will allow libraries to act as job-creating facilities. These facilities will only be possible when broadband is enhanced and new computer workstations are added.

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.

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



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B. Executive Summary, Project Purpose and Benefits

Essay Question

10. Executive Summary of the proposed project:

The New Jersey State Library (NJSL), an affiliate of Thomas Edison State College, is the lead applicant for “New Jersey Libraries-Anchor Institutions as Instruments of Recovery”, with partners from the New Jersey public library community, government and non-profit agencies and telecommunications vendors. The State Library’s mission is to “connect people with information through its service to libraries, government and people with special needs.” For this project, NJSL is requesting funding under the Broadband Technology Opportunity Program (BTOP) in the Public Computing Center (PCC) category to establish job-creating facilities at public libraries in New Jersey.

New Jersey has been hit particularly hard by the recession, with employment losses in 2009 totaling 90,100. By December 2009, New Jersey’s unemployment rate rose to a 33-year high of 10.1%, which is up from 6.8% in December 2008. In addition, many residents are struggling to adapt to a 21st century job market, in which computer access and the availability of high-speed broadband are requirements for job search, employment application and workforce skills training.

Yet, in 77.8% of New Jersey communities, the public library is the only place that offers free use of computers and Internet access to the public. Despite the public dependency on libraries for this connectivity, many are unable to keep pace with the demand for public access.

NJSL’s approach to addressing the unemployment problem is to offer job search assistance, employment skills and workforce development programs at libraries across the state. These programs will be offered in partnership with the New Jersey Council of County Colleges’ Consortium for Workforce and Economic Development (The Consortium) and the New Jersey Network (NJN), the public broadcasting and radio station in New Jersey.



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NJSL is partnering with The Consortium to deliver professional development training modules to library staff across the state. The focus of these professional development sessions will be on providing library staff with tools that will help them assist their patrons with conducting their own online job searches and workforce skills improvement.

The Consortium will also deliver workforce-focused courses in basic computer skills needed by every job applicant today including proficiency in Microsoft Windows, Word, Outlook and the Internet. Trainings will be provided directly to library patrons through 8 mobile training centers. Each mobile training center includes 16 laptop computers and 1 projector and will travel with a Consortium trainer to public libraries. The centers will provide job readiness computer trainings to vulnerable populations including the unemployed and underemployed, which includes those who can only find part-time work and those highly skilled workers in low-wage jobs. Library staff is currently overwhelmed with the number of individuals seeking job assistance in their libraries, and these training centers will seek to make library patrons more self-sufficient and better prepared for the workforce. NJSL estimates 12,800 patrons will attend the training programs and make use of the computers.

In addition to these training programs, NJN, in cooperation with the Department of Labor and Workforce Development, has developed specialized workplace skills and job training video content specifically for New Jersey residents. As part of this project, NJN will make this content accessible for patrons at 365 participating libraries. NJSL will also provide access to Learning Express' Job & Career Accelerator, the industry's most comprehensive, online job search system.

In order to provide access to these programs, NJSL proposes adding 810 computers at 125 public libraries. These computers will be used by unemployed, underemployed and general library patrons to access job search assistance, employment skills and workforce development programs. NJSL estimates that adding these computers will enable New Jersey libraries to serve 22,587 additional computer users per week.

To facilitate the job search assistance, employment skills and workforce development programs and support the new computers, 79 libraries with less than 10 Mbps of broadband access will be upgraded to Ethernet services. Specifically, local libraries will be upgraded through the JerseyConnect program. JerseyConnect currently delivers technology services to 276 public libraries in New Jersey, including broadband connectivity to 137.



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NJSL has extensive experience in managing innovative statewide grant projects of comparable size and complexity. One of the most significant examples is the New Jersey Knowledge Initiative, the first statewide program of its kind to provide electronic resources specifically directed towards supporting entrepreneurs, small business owners, researchers and students with information tools through Internet access to science, technology, medical and business resources. Funded by the State of New Jersey in 2005 at \$6 million, NJSL was responsible for all aspects of the program-convening and advisory committee/task force, selecting electronic resources and negotiating contracts, ensuring remote access to these online databases and marketing the program to potential customers. As a result, the State Library was one of the national recipients of the Council of State Governments' Innovation Award in 2007.

In addition to this unique project, the State Library manages over \$4 million annually in federal Library Services and Technology Act funds in addition to other federal grants of over \$2 million awarded in recent years by the Institute for Museum and Library Services (IMLS). NJSL also administers over \$7 million annually in per capita state aid to public libraries and oversees the State's library network consisting of over 2,000 multi-type libraries.

NJSL believes this project is an ideal approach to addressing New Jersey's economic challenges and is aligned with the BTOP statutory purpose "to stimulate demand for broadband, economic growth, and job creation" as well as providing broadband education, awareness, training and access at libraries. The NJSL project will facilitate "greater use of broadband services by vulnerable populations" and support job-creating facilities. These job-creating facilities, which NJSL describes as Instruments of Recovery, will be enabled by improved access to broadband connectivity. These facilities will serve the unemployed residents of New Jersey, which as of December 2009 numbered over 440,000.

The total budget for the project over the three-year funding period is \$7,503,792. NJSL is requesting \$5,104,916 in federal funds with the remaining funded through cash and in-kind matches. Cash match has been provided by the Bill & Melinda Gates Foundation with additional in-kind matches provided by NJN and NJSL. NJSL's proposal will have a significant impact on the state and the national economic environment with the project creating 82 jobs.

11. Project purpose:



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New Jersey has been hit particularly hard by the recession, with employment losses in 2009 totaling 90,100. By December 2009, New Jersey’s unemployment rate rose to a 33-year high of 10.1%, which is up from 6.8% in December 2008. In New Jersey, there are more than 440,000 unemployed residents with an additional 230,000 underemployed, which includes those who can only find part-time work and those highly skilled workers in low-wage jobs.

Counties in southern New Jersey have suffered the most, with December 2009 unemployment levels well above the national average of 10% (Salem 12%, Atlantic 14%, Cumberland 14%, and Cape May 16 %). Northern New Jersey has also experienced a rise in unemployment. As of December 2009, unemployment in Passaic County was 12%, Essex County 11% and Hudson County 11%.

There is also a trend of shifting employment away from manufacturing and construction sectors and towards technical and information-related jobs. Given the shifting employment trends, many residents of New Jersey struggle to adapt to a 21st century job market, in which computer access and the availability of high-speed broadband are requirements for job search assistance, employment skills and workforce development programs.

A recent study found that demand for greater bandwidth at public libraries is driven by “the need for access to employment, career, and business information.” (ALA 2009) To validate this claim, The New Jersey State Library (NJSL), an affiliate of Thomas Edison State College, conducted a survey of New Jersey’s 454 public libraries. NJSL determined that 365 (80%) of the libraries are interested in expanding job search assistance, employment skills, and business information resources. 79% of these libraries were unable to fully implement these programs primarily due to lack of funding for staff, computer equipment and broadband connectivity.

Another study found that in 77.8% of New Jersey communities, the public library is the only place that offers free use of computers and Internet access to the public. (ALA 2009) Despite the public dependence on libraries, many are unable to provide sufficient access to computers. According to a 2009 IMLS report, the national average of computers at public libraries is 3.55 per 5,000 people served. In New Jersey, 34% (125) of the 365 participating libraries fall below this national average.

NJSL currently delivers technology services to 276 public libraries in New Jersey, including broadband connectivity to 137, through the JerseyConnect program. However, the existing



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network uses frame-relay and ATM circuits and is unable to support the increasing demand for broadband services. Few libraries have the appropriate broadband access (Ethernet) necessary to support job search assistance, employment skills and workforce development programs.

NJSL’s solution to New Jersey’s unemployment situation is to offer job search assistance, employment skills and workforce development programs at all 365 libraries. These programs will be offered in partnership with New Jersey Council of County Colleges (NJCCC) and New Jersey Network (NJN). NJCCC will offer workforce-focused training courses in basic computer skills needed by every job applicant in today’s job market. NJCCC will provide 800 of these courses at mobile training centers in public libraries across the state. Each mobile training center includes 16 laptop computers and 1 projector and will travel with a trainer to public libraries.

In order to provide access to the NJN programs, NJSL proposes adding computers to bring the 125 public libraries currently under the national average up to that level by purchasing 810 computers. These computers will be used by unemployed, underemployed and general library customers to access job search assistance, employment skills and workforce development programs. In addition, NJSL will purchase 128 laptop computers for the 8 mobile training centers.

To facilitate the job search assistance, employment skills and workforce development programs and support the new computers, 79 libraries with less than 10 Mbps of broadband access will be upgraded to Ethernet services. These libraries have a need for increased broadband because they lack the necessary access to support job search assistance, employment skills and workforce development programs.

NJSL believes this comprehensive approach is appropriate for New Jersey’s economic challenges and is aligned with the BTOP statutory purpose “to stimulate demand for broadband, economic growth, and job creation” as well as providing broadband education, awareness, training and access at libraries. The NJSL project will facilitate “greater use of broadband services by vulnerable populations” and support job-creating facilities. These job-creating facilities, which NJSL describes as Instruments of Recovery, will be enabled by improved access to broadband connectivity.

Over the three-year project funding period, the estimated combined service area for the impacted libraries will be more than 5.9 million people. NJSL estimates that adding 810 computers to



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public libraries and 128 computers for the mobile training centers will enable New Jersey libraries to serve 22,587 additional computer users per week. NJSL also estimates 12,800 users will attend the training programs and make use of the computers at the mobile training centers.

NJSL's proposal will have a significant impact on the state and national economy. Using estimates of job creation from the Executive Office of the President Council of Economic Advisor's guide, the NJSL project proposal will create 82 jobs. One person will be hired directly by NJSL to serve as the BTOP Program Manager for this project. In addition, NJSL will procure a second employee to provide E-Rate training and support for those public libraries not currently participating in this federal program.

12. Recovery Act and Other Governmental Collaboration:

The New Jersey State Library (NJSL), in partnership with the New Jersey Network (NJN), New Jersey Council of County Colleges and Verizon Communications has developed a coordinated proposal to create technologically-advanced, job-creating facilities in New Jersey libraries. NJSL has previously proven successful in forming public/private partnerships to deliver patron programs and critical technology services at public libraries.

The NJSL proposal leverages other federal and state programs including those existing funds provided to NJSL for the JerseyConnect program. Currently, JerseyConnect leverages \$812,225 in state and federal funding to facilitate technology services to 276 libraries including broadband connectivity to 137 libraries. Since NJSL leverages state and federal funding for the current JerseyConnect program, the incremental funding provided by this grant will be efficiently appropriated.

NJSL will also leverage other state developmental programs including the workforce development content created by NJN, the public broadcasting and radio station in New Jersey, in cooperation with the New Jersey Department of Labor and Workforce Development. NJSL will expand this job training and workforce development content to participating libraries, which will act as strategic job-creating facilities. Expanding this content to libraries will increase the number of individuals who have access to and can ultimately benefit from its development.

This program also leverages state development programs focused on the small businesses which are a significant source of employment in the state. As of 2006, small businesses (<500 employees) in New Jersey accounted for 1.8 million jobs (42.8% of the workforce). The New



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Jersey State Library currently provides critical business resources as part of the New Jersey Knowledge Initiative (NJKI). This program provides businesses with free access to a variety of research databases, as well as market research reports. These resources are essential for individuals developing a business plan as well as those seeking funding from The New Jersey Economic Development Authority (EDA). Currently, the New Jersey Knowledge Initiative provides two resources including RefUSA at a cost of \$812,989 per year and Business Source Premier at a cost of \$299,268 per year.

NJKI has been an instrumental resource to the clients of EDA, which assists businesses, not-for profits, municipalities, and developers with gaining access to capital, including tax-exempt and taxable bond financing, loans, loan guarantees, venture capital and business and tax incentives. EDA and its clients have long benefited from the New Jersey Knowledge Initiative resources and will additionally benefit from the Frost & Sullivan resource provided as part of the application. EDA is a supporter of this application and has provided a letter of support indicating the importance of the New Jersey Knowledge Initiative and NJSL BTOP project.

13. Technology Strategy:

Technology Objectives

The technology objectives of the New Jersey State Library (NJSL) project are to enhance broadband connectivity at libraries with advanced Ethernet services and increase the number of broadband workstations (computers) available. These objectives will be carried out by JerseyConnect and include a Library Upgrade Plan and Network Upgrade Plan.

JerseyConnect

NJSL currently delivers technology services to 276 public libraries in New Jersey, including broadband connectivity to 137, through the JerseyConnect program. JerseyConnect is a statewide network infrastructure and technology services organization operated by NJSL that provides a menu of technology services to New Jersey libraries.

JerseyConnect core services include Internet access, web hosting, email hosting, domain name services, router management and replacement, and consulting and advisory services. Added services include email anti-spam, real-time bandwidth reporting, web statistics and reporting, device and circuit monitoring and firewall management.



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The JerseyConnect team holds several certifications and includes many areas of expertise including; Microsoft, Cisco, Linux, network architecture and applications development. The JerseyConnect team has a robust Service Level Agreement (SLA) in place with the New Jersey Library Community. (Additional materials on the JerseyConnect SLA are uploaded in the supplemental materials of this application.)

Library Upgrade Plan

Of the 365 libraries included in this project, 79 libraries will be upgraded to Switched Ethernet. The remaining libraries are not being upgraded since they already have sufficient broadband services, are already in the process of upgrading or were not interested in participating in the upgrade.

These 79 libraries will have their network equipment upgraded with Cisco 1941 routers and 2960 switches. Routers and switches will be preconfigured by JerseyConnect personnel and delivered with instructions on installing the new equipment in the network rack. This is a process similar to that used during the initial rollout of JerseyConnect. Libraries will connect to the upgraded JerseyConnect network via one of the partner carriers listed in this application or others procured in accordance with E-Rate competitive bidding process. Library inside wiring will be provided by the broadband service provider using BTOP funding as budgeted.

In accordance with NJSL's analysis of libraries requiring additional broadband workstations, NJSL will purchase a total of 938 computers. Of these, 810 will be provided directly to libraries for public access. These computers will be picked up by the individual libraries and deployed using their local IT staff. If any library does not have in-house technology staff to assist them, the NJSL IT support team will provide out-of-the-box setup. The remaining 128 will be used for the mobile training centers and will be distributed to the trainers provided by the New Jersey Council of County Colleges' Consortium for Workforce and Economic Development.

Network Upgrade Plan

To enable the library upgrade plan, NJSL will upgrade the JerseyConnect network. (additional materials on the current and proposed network design are in the supplemental materials of this application.) The JerseyConnect routing equipment necessary for library broadband access will be upgraded with Cisco 6504 switches, ASR 1002 and 1004 routers, and Cisco Firewall equipment capable of 10 Gbps speeds. JerseyConnect staff will install the network equipment.



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JerseyConnect will replace the 150Mbps network circuit with a 450Mbps circuit. 150Mbps circuits will replace the 10Mbps and 5Mbps circuits. This will allow JerseyConnect to provide at least 100MB of bandwidth throughout the entire network and meet the demands of the upgraded libraries while increasing bandwidth as needed in the future without having to replace network equipment.

The transition from the existing network to the upgraded network is expected to take eight quarters. During this transition period, JerseyConnect will maintain certain network elements to assure existing JerseyConnect libraries maintain service connectivity until transitioned to the new network or alternative services. During the transition period, the 1Gb EVPL in LATA 224, three OC3s in LATAs 222 and 224, as well as the DS3in LATA 220 will be maintained.

Service Assurance

One of the key components to the existing JerseyConnect program is the 24x7 technical support. The JerseyConnect team monitors the network via software from IPSWITCH which provides alerts via email to the helpdesk and every staff member cell phone. JerseyConnect also uses MXLogic, a highly-regarded managed email anti-virus / anti-spam service that also provides disaster recovery services.

All libraries also have secure access to the helpdesk system to create trouble tickets. In addition, the JerseyConnect team supplies a toll free number for assistance that is routed to the team. Jersey Connect provides support Monday through Friday from 9 am to 9 pm and will respond at any time to a major network outage. In the event of a circuit outage, JerseyConnect will work directly with service provider technical support teams to resolve any issues. To assure equipment support, JerseyConnect will purchase a maintenance agreement for the library routers and equipment with BTOP funds.

Other Technology Deployed

As part of this project, NJSL will also provide workforce development video content from the New Jersey Network (NJN). This content will be deployed by NJSL with technical support provided by NJN. NJSL will develop a specialized portal for library patrons to easily access this content. Additional online workforce development and business resource databases will be maintained by third parties, including Learning Express' Job & Career Accelerator and Frost & Sullivan market research reports.

14. Public Availability:



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The New Jersey State Library's proposed project is specifically targeting the unemployed and underemployed population in New Jersey. However, the resources provided as part of this federal grant including programs, broadband access, and the 810 computers will be available to the general public for free. The additional 128 computers will be restricted to patrons attending the trainings sessions at the mobile training centers.

Specifically, the program content, databases, and training are aimed at helping the approximately 440,000 unemployed and 230,000 underemployed New Jersey residents. However, NJSL believes these resources should be publicly available and thus all library patrons will have access to them. The combined service population for the libraries included in this proposal is 5.9 million people.

This general public availability is aligned with BTOP statutory purposes including providing broadband access, equipment and support to libraries. As job-creating facilities, the public computing center libraries in New Jersey will stimulate demand for broadband and be a source of economic growth and job creation by increasing broadband availability, training library patrons on computer usage, and providing business resources to small businesses and entrepreneurs. NJSL estimates that adding 810 total computers will enable New Jersey libraries to serve 22,587 new computer users per week. These computer users would include both the employed, unemployed and underemployed citizens of New Jersey.

New Jersey library facilities are free and open to all members of the general public. Any resident can be a member of their municipal or county library. All job training programs and resources conducted by librarians or their Community College partners will be open to the public at no charge.

15. Restrictions on Center Use:

As the New Jersey public libraries are free and open to the public, there will be no additional restrictions on center use. The programs and upgrades are aimed at serving the unemployed; however anyone will have access to the resources made available through the BTOP project.

Similarly, workstations purchased for this program will be customized to provide ready access to employment databases, job training video content, and other job training tools. This customization does not preclude general public use of the computers. NJSL believes that all residents should have access to these resources.



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Although the focus of the project is to provide increased broadband access and computing capacity in order to enable job training and workforce development, NJSL is pleased to support all uses of the new resources that will stimulate the economy and demand for broadband services.

16. Involvement of Community College:

The New Jersey State Library (NJSL) is partnering with the New Jersey Council of County Colleges (NJCCC) for library staff training and patron job training programs. The mission of NJCCC is to provide statewide leadership for the advancement of New Jersey's nineteen community colleges and to perform sector coordinating responsibilities. Specifically, NJSL plans to work with the Consortium for Workforce and Economic Development, a partnership created by the state's nineteen community colleges. The Consortium's current mission is to create innovative workforce delivery systems for businesses across the state, a goal that fits well with this initiative.

The Consortium will develop professional development training modules that will be made available to library staff across the state and delivered by local community colleges. The focus of these professional development sessions will be on providing library staff with a set of workforce development and job tools that will help them assist their patrons with conducting their own on-line job searches, resume preparation, on-line job training, and application submittal. These trainers will also provide job readiness computer training programs directly to library patrons at the mobile training centers. Should this grant be successful, the Consortium will include New Jersey libraries in the Training on Demand (ToD) program. ToD is described further in the training and education section of this application.

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:



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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: Contractor Name: Livecchi, James Email: james m.livecchi@verizonbusiness.com Address 1: 201 Centennial Ave Address 2: Address 3: City: Piscataway State: New Jersey Zip Code: 08854 Organization: Verizon Organization Type: For-profit Entity Small business: No Socially and economically disadvantaged small business concern: No
Project Role: Contractor Name: Ryan, Andrew Email: Andrew_Ryan@Cable.Comcast.com Address 1: 800 Rahway Avenue, 2nd Floor Address 2: Address 3: City: Union State: New Jersey Zip Code: 08625 Organization: Comcast Organization Type: For-profit Entity Small business: No Socially and economically disadvantaged small business concern: No
Project Role: Other Name: Dressel, William



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<p>Email: bdressel@njslom.com Address 1: 222 West State Street Address 2: Address 3: City: Trenton State: New Jersey Zip Code: 08608 Organization: New Jersey State League of Municipalities Organization Type: Other Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor Name: Weyl, Ronnie Email: rweyl@njn.org Address 1: 25 S. Stockton Street Address 2: Address 3: City: Trenton State: New Jersey Zip Code: 08608 Organization: New Jersey Network (NJN) Organization Type: Non-profit Foundation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Rosa, Robert Email: rrosa@njworkforce.org Address 1: 330 West State St Address 2: Address 3: City: Trenton State: New Jersey Zip Code: 08618 Organization: New Jersey Council of County Colleges Organization Type: Other Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Paullin, William</p>



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<p>Email: wpaullin@aclsys.org Address 1: 40 Farragut Avenue Address 2: Address 3: City: Mays Landing State: New Jersey Zip Code: 08330 Organization: Atlantic County Library System Organization Type: County Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Taub, Joan Email: [REDACTED] Address 1: 221 Washington Avenue Address 2: Address 3: City: Belleville State: New Jersey Zip Code: 07109 Organization: Belleville Public Library and Information Center Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Aicher, Teresa Email: [REDACTED] Address 1: 301 2nd Street Address 2: Address 3: City: Belvidere State: New Jersey Zip Code: 07823 Organization: Belvidere Free Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Robinson, Gail</p>



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<p>Email: bpl@clueslibs.org Address 1: 150 East Commerce St Address 2: Address 3: City: Bridgeton State: New Jersey Zip Code: 08302 Organization: Bridgeton Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Gorman, Theresa Email: CFPL418@yahoo.com Address 1: 418 Federal Street Address 2: Address 3: City: Camden State: New Jersey Zip Code: 08101 Organization: Camden Public Library System Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Emery, Sharla Email: semery@carteretfreepubliclibrary.org Address 1: 100 Cooke Ave Address 2: Address 3: City: Carteret State: New Jersey Zip Code: 07008 Organization: Carteret Free Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Bonfield, Brett</p>



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<p>Email: bonfield@collingswoodlib.org Address 1: 771 Haddon Ave Address 2: Address 3: City: Collingswood State: New Jersey Zip Code: 08108 Organization: Collingswood Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Winter, Arn Email: awinter@gcls.org Address 1: 670 Ward Drive Address 2: Address 3: City: Deptford State: New Jersey Zip Code: 08096 Organization: Deptford Free Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Reed, Carolyn Email: crreed@eopl.org Address 1: 21 South Arlington Ave Address 2: Address 3: City: East Orange State: New Jersey Zip Code: 07018 Organization: East Orange Public Library System Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Mansbach, Judith</p>



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<p>Email: jellmans@lmxac.org Address 1: 340 Plainfield Ave Address 2: Address 3: City: Edison State: New Jersey Zip Code: 08817 Organization: Edison Township Public Library System Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Lacotte, Mary Email: [REDACTED] Address 1: 120 South Main St Address 2: Address 3: City: Elmer State: New Jersey Zip Code: 08318 Organization: Elmer Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Egan, Elizabeth Email: eegan@gcpl.us Address 1: 50 N. Railroad Ave Address 2: Address 3: City: Gloucester City State: New Jersey Zip Code: 08030 Organization: Gloucester City Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Woodnick, Anne</p>



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<p>Email: awoodnick@gcls.org Address 1: 389 Wolfert Station Road Address 2: Address 3: City: Mullica Hill State: New Jersey Zip Code: 08062 Organization: Gloucester County Library System Organization Type: County Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Stanley, Jane Email: jstanley@hpplnj.org Address 1: 31 North 5th Ave Address 2: Address 3: City: Highland Park State: New Jersey Zip Code: 08904 Organization: Highland Park Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Bein, Miriam Email: mbein@hillsidepl.org Address 1: John F. Kennedy Plaza Address 2: Hillside & Liberty Avenues Address 3: City: Union State: New Jersey Zip Code: 07205 Organization: Hillside Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Whittaker, Joan</p>



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<p>Email: [REDACTED] Address 1: 5 Civic Square West Address 2: Address 3: City: Irvington State: New Jersey Zip Code: 07111 Organization: Irvington Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Spindel, Dale Email: dale@lmxac.org Address 1: 548 Kenilworth Blvd Address 2: Address 3: City: Kenilworth State: New Jersey Zip Code: 07033 Organization: Kenilworth Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Rhodes, Diane Email: rhodes@bccls.org Address 1: 459 Maywood Ave Address 2: Address 3: City: Maywood State: New Jersey Zip Code: 07607 Organization: Maywood Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Kokola, Melody</p>



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<p>Email: mkokola@lmax.org Address 1: 480 Middlesex Avenue Address 2: Address 3: City: Metuchen State: New Jersey Zip Code: 08840 Organization: Metuchen Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Ho, May Email: [REDACTED] Address 1: 1300 Mountain Ave Address 2: Address 3: City: Middlesex State: New Jersey Zip Code: 08846 Organization: Middlesex Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Percelli, Irene Email: [REDACTED] Address 1: 210 Buck St. Address 2: Address 3: City: Millville State: New Jersey Zip Code: 08332 Organization: Millville Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Goldberg, Irene</p>



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<p>Email: igoldberg@monroetwplibrary.org Address 1: 4 Municipal Plaza Address 2: Address 3: City: Monroe Township State: New Jersey Zip Code: 08831 Organization: Monroe Township Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Belvin, Robert Email: bbelvin@lmxac.org Address 1: 60 Livingston Ave Address 2: Address 3: City: New Brunswick State: New Jersey Zip Code: 08901 Organization: New Brunswick Free Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Burke, Stephanie Email: burke@bccls.org Address 1: 210 Ridge Rd Address 2: Address 3: City: North Arlington State: New Jersey Zip Code: 07031 Organization: North Arlington Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Lamb, Michael</p>



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<p>Email: mlamb@oldbridgelibrary.org Address 1: 1 Old Bridge Plaza Address 2: Address 3: City: Old Bridge State: New Jersey Zip Code: 08857 Organization: Old Bridge Public Library System Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Whitesell, Nancy Email: nancywh@clueslibs.org Address 1: 190 South Broadway Address 2: Address 3: City: Pennsville State: New Jersey Zip Code: 08070 Organization: Pennsville Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Drazek, Michael Email: drazek@pomptonlakeslibrary.org Address 1: 333 Wanaque Ave Address 2: Address 3: City: Pompton Lakes State: New Jersey Zip Code: 07442 Organization: The Free Public Library of the Borough of Pompton Lakes Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: McCoy, W.</p>



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Email: wkmccoy@lmax.org
 Address 1: 104 West Fourth Ave
 Address 2:
 Address 3:
 City: Roselle
 State: New Jersey
 Zip Code: 07203
 Organization: Roselle Free Public Library
 Organization Type: City or Township Government
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
 Name: Vasinda, Kathleen
 Email: Runnemedelibrary@gmail.com
 Address 1: 2 Broadway
 Address 2:
 Address 3:
 City: Runnemedede
 State: New Jersey
 Zip Code: 08078
 Organization: Runnemedede Public Library
 Organization Type: City or Township Government
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
 Name: Dilks, Jeffrey
 Email: jeffdi@clueslibs.org
 Address 1: 112 West Broadway
 Address 2:
 Address 3:
 City: Salem
 State: New Jersey
 Zip Code: 08079
 Organization: Salem Free Public Library
 Organization Type: City or Township Government
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
 Name: Kaplan, Susan



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<p>Email: skaplan@lmaxac.org Address 1: 1050 Washington Rd Address 2: Address 3: City: Parlin State: New Jersey Zip Code: 08859 Organization: Sayerville Free Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Kopecky, Melissa Email: mkopecy@sopl.org Address 1: 65 Scotland Rd Address 2: Address 3: City: South Orange State: New Jersey Zip Code: 07079 Organization: South Orange Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Chmiel, Mary Email: mfchmiel@spotslibrary.org Address 1: 548 Main Street Address 2: Address 3: City: Spotswood State: New Jersey Zip Code: 08884 Organization: Spotswood Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Rose, Barbara</p>



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<p>Email: brose@washboropl.org Address 1: 20 W. Carlton Avenue Address 2: Address 3: City: Washington State: New Jersey Zip Code: 07882 Organization: Washington Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Treadway, Jody Email: treadwayj@waynepubliclibrary.org Address 1: 461 Valley Rd Address 2: Address 3: City: Wayne State: New Jersey Zip Code: 07470 Organization: Wayne Public Library System Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: King, Christine Email: cking@willingboro.org Address 1: 220 Willingboro Parkway Address 2: Address 3: City: Willingboro State: New Jersey Zip Code: 08046 Organization: Willingboro Public Library Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Holtz, Jerry</p>



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Email: jholtz@woodbridgeline.org
Address 1: 1 George Frederick Plaza
Address 2:
Address 3:
City: Woodbridge
State: New Jersey
Zip Code: 07095
Organization: Woodbridge Public Library System
Organization Type: City or Township Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Downes, Marie
Email: mddownes@westdeptford.lib.nj.us
Address 1: 420 Crown Point Road
Address 2:
Address 3:
City: West Deptford
State: New Jersey
Zip Code: 08086
Organization: West Deptford Public Library
Organization Type: City or Township Government
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Other
Name: Nishi, Jill
Email: jillnishi@gatesfoundation.org
Address 1: PO Box 23350
Address 2:
Address 3:
City: Seattle
State: Washington
Zip Code: 98102
Organization: Bill & Melinda Gates Foundation
Organization Type: Non-profit Foundation
Small business: No
Socially and economically disadvantaged small business concern: No



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

The New Jersey State Library (NJSL) has reached out to more than 50 agencies in the state to solicit input on, and secure support for, the proposed project. NJSL held a Partners’ Breakfast to solicit feedback from a broad spectrum of agencies representing public, private, and non-profit organizations. Feedback from this breakfast was used in developing a BTOP application that addresses the needs of New Jersey.

NJSL has also made significant efforts to secure local community participation. Specifically, NJSL developed a survey that reached out to the 454 public libraries in order to better understand their local needs. This survey was instrumental in developing a proposed plan that supports local library needs. This initial survey was followed-up with a library questionnaire to secure commitment for the project proposal.

NJSL also reached out to elected officials from both local and state government and was successful in garnering support from Governor Chris Christie, key state legislators, and members of Congress. In addition to project partners, NJSL has secured letters of support from both public and private entities.

New Jersey Public Libraries

NJSL will be partnering with 365 public libraries in New Jersey to deliver the workforce programs, expand broadband workstation capacity, and upgrade broadband services. Libraries currently unable to afford the increase in monthly recurring charges (53) will receive subsidization, as subrecipients, through this project. Overall, libraries will be involved in implementing and delivering the new programs, computers and broadband services.

Bill & Melinda Gates Foundation

NJSL is partnering with The Bill & Melinda Gates Foundation (The Foundation) to bring workforce development programs, new broadband workstations, and enhanced broadband connectivity to public libraries in New Jersey. The Foundation has committed cash match for this project totaling \$1,769,000. This match will be used for general project match, E-Rate application support and grant preparation costs. The Foundation is “pleased to support NJSL in its application to NTIA and its efforts to meet community needs through high-quality technology and broadband Internet access in New Jersey.”

New Jersey Network (NJN)



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New Jersey Network (NJN), New Jersey’s Public Television & Radio stations, is a major program partner for the NJSL workforce development and job training programs. NJN, in cooperation with the Department of Labor and Workforce Development, has developed specialized workplace skills and job training video content. NJN has agreed to make this content available for library patrons for NJSL as in-kind contribution with a value of \$600,000. NJN will receive an administrative license fee for providing technical support and content training.

New Jersey Council of County Colleges

NJSL is partnering with the New Jersey Council of County Colleges for library staff and library patron training programs. Specifically, NJSL plans to work with the Consortium for Workforce and Economic Development, a partnership created by New Jersey’s 19 community colleges. The Consortium is tasked with creating innovative workforce delivery systems for businesses across the state. As a contractor, The Consortium will be responsible for planning, implementing, and managing the library staff and library patron training programs.

Verizon

NJSL is partnering with Verizon to secure substantially reduced rates for Ethernet services to libraries. Verizon has offered to provide NJSL and its JerseyConnect customers specialized pricing that makes upgrading from existing T1 services to Ethernet affordable. While libraries will still procure broadband services at the library level, the partnership offers an opportunity for libraries to take advantage of discounted pricing far below tariff pricing in the state. As a potential broadband service provider, Verizon will be involved in planning and implementing the upgrades to the JerseyConnect network as well as upgrading library broadband connections. Benefits Verizon will receive include any inside wire costs, the monthly recurring charges for the JerseyConnect network as well as any monthly recurring charges for broadband access to the libraries.

Comcast

NJSL is partnering with Comcast to provide substantially reduced rates for Ethernet services to libraries. Comcast “fully supports the NJ State Library’s Round 2 BTOP application.” Comcast also “recognizes that government budgets are decreasing and therefore will work with NJSL to provide alternative services.” Comcast has noted to NJSL their willingness to tailor solutions to address the needs of libraries. As with other service providers, Comcast will be responsible for upgrading library broadband services. Benefits Comcast will receive include any inside wire costs and any monthly recurring charges for broadband access to the libraries.



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New Jersey State League of Municipalities

The New Jersey State League of Municipalities is a voluntary membership association created to help communities do a better job of self-government through pooling information resources and brain power. The New Jersey League of Municipalities is both a general supporter of NJSL's proposed project as well as a local community outreach partner. The League offered to reach out to communities to secure local support and to generate community involvement at the local level. The League of Municipalities will be critical in reaching out to local governments to build awareness and to generate interest in and demand for the program. The League of Municipalities will not receive any special benefits for partnering with NJSL other than the general program benefits for the people in the communities in which the libraries operate.

D. Congressional Districts

22. Applicant Headquarters

- New Jersey

23. Project Service States

New Jersey

24. Project Service Areas

New Jersey - 1

New Jersey - 2

New Jersey - 3

New Jersey - 4

New Jersey - 5

New Jersey - 6

New Jersey - 7



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New Jersey - 8

New Jersey - 9

New Jersey - 10

New Jersey - 11

New Jersey - 12

New Jersey - 13

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

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

Hispanic

Unemployed



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Other

Other: Underemployed

29. Vulnerable Populations

NJSL's goal is to serve the unemployed (440,000) and underemployed (230,000) residents of New Jersey. NJSL will also serve Hispanic residents. Out of New Jersey residents that speak a language other than English, 1.1 million (50.3%) speak Spanish. New Jersey has the seventh largest Spanish speaking population of any state with 14% of the state's population speaking Spanish .

To reach the unemployed, underemployed and Hispanic residents, NJSL has taken on a comprehensive outreach strategy. To publicize the resources available, NJSL will advertise on billboards, public transit buses, online, and via public service announcements. NJSL will also develop press releases, bylined articles and other media materials and will make these available to editors and reporters across the state. NJSL will coordinate with key organizations and state agencies that serve the unemployed, such as the Department of Labor and Workforce Development (LWD).

To meet the needs of these vulnerable populations, NJSL has partnered with the New Jersey Network (NJN) Public Television and Radio. NJN has developed a broad range of workforce training programs and services that are designed to provide the people of New Jersey with access to information that can enhance their chances of success in the workplace. More than 140 of these educational segments will be made available to library patrons as part of this project including segments available in Spanish.

NJSL has also partnered with the New Jersey Council of County Colleges' Consortium for Workforce and Economic Development (The Consortium). The Consortium will develop a 4-hour professional development training module that will be used to train librarians in how to best assist patrons take on job searches. To ensure unemployed patrons can access the library job resources, the Consortium will also develop short, workforce-focused courses directly to library



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patrons in basic computer skills at the mobile training centers. A portion of these training courses will be provided in Spanish.

Finally, NJSL will make several self-service tools available to patrons. NJSL will purchase a license for Learning Express' Job & Career Accelerator, the industry's most comprehensive, online job search system. Interactive wizards guide patrons through each step of the process, from exploring suitable occupations and finding available jobs to preparing targeted resumes and improving critical job search skills.

According to the ALA, "the impact public library staff and services can have in meeting the needs faced by unemployed and underemployed people is significant. With public computers, Internet, Wi-fi, electronic resources, technology training and staff to help support and guide users to job information, libraries are well-positioned to support employment and economic development..." By taking these steps, the libraries of New Jersey will engage and serve their unemployed, underemployed and Hispanic patrons.

30. Accessibility

The New Jersey State Library's (NJSL) proposed project will make as many programs and services as possible available to people with disabilities, including both the Deaf or Hard of Hearing and the Blind or Visually Impaired. To achieve this goal, NJSL will coordinate with The New Jersey State Library's Talking Book & Braille Center (TBBC).

TBBC provides free public library service to New Jersey residents of all ages who cannot easily read standard printed materials due to a visual impairment, physical handicap or a learning disability with a visual basis. The services of TBBC are available without charge to anyone living in New Jersey who for any physical reason cannot read regular printed books.

TBBC is currently working on a pilot project with public libraries across the state to provide computer workstations accessible to TBBC customers. One library in each county will have support from TBBC staff, as well as an adaptive computer workstation at which their customers may download the new digital books provided by the Library of Congress. These workstations will be configured, both from a hardware and a software perspective to make them accessible to this population.



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In addition, all workforce development video content provided by NJN is provided with open captioning and audio in a second, separate file, which enhances language learning for those with low literacy levels, learning disorders and cognitive impairments, as well as those that are deaf or hard of hearing. Captioned video with audio is an excellent multiple sensory learning methodology for enhancing vocabulary, comprehension, and motivation across all styles of learning.

31. Other Languages

As part of this project, the New Jersey State Library (NJSL) plans to conduct outreach and multilingual training to the state's Spanish-speaking population of over 1.1 million. To reach this population, NJSL will develop media kits, posters, and rack cards in Spanish, explaining the libraries' training programs, upgraded broadband speeds and computing capacity. NJSL will reach out to Spanish language media and religious organizations, which are trusted information sources for Spanish speaking residents. The goals of these marketing efforts is to actively engage the Spanish speaking population and encourage them to use the resources offered in this project.

The NJSL project will offer training and education programs in Spanish. Specifically, NJSL will provide job readiness training, in partnership with New Jersey Council of County Colleges' Consortium for Workforce and Economic Development. This training will positively impact the Spanish speaking population by providing workforce-focused courses in basic computer skills. NJSL will also offer the NJN program "GED Connection" in Spanish. This video content will help Spanish speaking adult learners prepare for the GED Exam, which will help them secure education credentials required for success in the workplace.

In addition to the new outreach efforts and training programs, this project will also leverage existing library resources for Spanish speaking residents. NJSL believes the upgraded broadband connectivity and new computers will greatly benefit these existing programs.

English and Spanish language students, adult learners, and job seekers in over half of New Jersey's public libraries currently have access to NJSL's Student and Career Center online program. The Student center, titled Homework Help NJ, offers free online homework help from a live tutor in Math, Science, Social Studies, and English for students in grades K-12, college intro, and adult learners. Resources are available 2:00pm to 10:00pm to help students and adult learners. As part of this program adult job seekers also have access to the Adult Career Center, which provides real-time resume review and job search tools.



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

Submitted Date: 3/14/2010 12:55:56 PM	Easygrants ID: 5319
Funding Opportunity: Public Computer Centers	Applicant Organization: THOMAS EDISON STATE COLLEGE
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Spanish language users of Homework Help NJ and Career Center will greatly benefit from the increased broadband and computer capacity provided as part of this proposal. Homework Help NJ and Adult Career Center are supported by the New Jersey State Library through generous grants from PSEG Foundation and Praxair, Inc. Public libraries participating in the program include all libraries in seven counties as well as the public libraries in eight additional municipalities.

NJSL is confident that the training programs, provision of enhanced broadband, and new computer capacity will benefit Spanish speaking patrons, especially students and job seeking adults, and will stimulate demand for broadband in participating library communities.

Outreach

32. Public Computing Centers Outreach

The New Jersey State Library (NJSL) will use a multi-pronged communications and marketing campaign to generate awareness of the program to unemployed and underemployed workers. The first two years of the campaign will be focused on generating public awareness. Once all libraries are up and running, advertising and media placements will be implemented. Subsequent promotion will be conducted through free channels such as social media and partner communication networks.

Media Relations

NJSL marketing staff will develop news releases, bylined articles, letters to the editor, tip sheets and other media materials for distribution to targeted editors and reporters in order to reach general audiences through traditional media including TV, newspapers, and radio. Expected audience reached will vary by media outlet but the greatest response is expected from local media including community newspapers.

Community Relations

NJSL will distribute 6,000 full-color posters at high traffic locations such as unemployment offices, food banks, shelters, motor vehicle offices, and grocery stores. NJSL will also develop outreach kits for libraries to reach audiences at local community events and fairs, tradeshow, adult schools, and speaking engagements with community and business groups. Target audience



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for the posters is unemployed residents. NJSL estimates 1,000 views for each poster for a total of 6 million views.

Advertising

Advertising will be geared toward residents who are unemployed and searching for services and programs that match those the libraries are providing. NJSL will create effective, key message-based advertisements for outdoor, transit, TV, radio, and online media. Planned placements include:

- Billboards – Target audience is New Jersey drivers and urban populations. Estimated reach is 500,000 impressions.
- Transit Exterior Signs & Interior Posters – Target audience is New Jersey drivers and urban populations. Estimated reach is 17.9 million views per month.
- PSA Placements – Target audience is small business and community groups with an estimated reach of 10,000 people.
- Radio Advertisements - Target audience is New Jersey residents. Estimated reach is 8 million cumulative listeners .
- Google and Facebook Advertisements – Target audience is highly-targeted population interested in job seeking information with an estimated reach of 2,600 people.

Partners and Supporters

NJSL will create packets for partners and project supporters. These packets will include videos and links to be placed on web pages, printed signage and promotional materials, and blurbs for organizational newsletters. NJSL will seek outreach on the local and state levels with organizations such as the New Jersey Department of Labor and One-Stop Business Centers. Target audience for these methods is the unemployed population. Expected audience reached will vary by partner and supporter. Estimated reach is the state’s 440,000 unemployed.

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

- 1129350

Training and Education



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34. Peripherals and equipment

This project will purchase 810 computers for 125 libraries. The computers will be either desktops or laptops depending upon individual library requirements. This approach ensures NJSL will have the appropriate budget to purchase computers given library capability to provide adequate space for them. Those libraries without space to support desktop computers will be provided laptops.

For those libraries with space to support desktops, NJSL will provide a Dell Optiplex 380 or equivalent personal computer. This will include a new 17-inch flat panel monitor complete with sound bar and new mouse and keyboard. For those libraries preferring a laptop, NJSL will purchase a Dell Latitude E5500, which includes a three-year NBD onsite warranty, wireless capabilities, 8x DVD burner as well as the latest processor speeds and at least 3 gigabytes of memory. Both of these options will need to be able to access the NJN programs which have both video and audio components.

Each library participating in the upgrade to Ethernet will also receive a new Cisco 1941 router as well as a new Cisco 24 port 10/100 2960 switch. This equipment will provide connectivity from their new 10Mbps Ethernet circuit to their service provider network.

NJSL will also provide 128 Dell Latitude E5500 laptops to be used as part of the training programs provided with The Consortium. These laptops have been allocated to NJSL and will be managed as mobile training labs by the BTOP Program Manager.

35. Workstation software

Each workstation will have pre-installed Microsoft Windows 7 Professional, Office 2007 Professional (2010 if available at time of purchase), Adobe Acrobat Standard, and a three-year subscription to Symantec, Trend Micro, or MacAfee antivirus. There is no cost difference for any of these three antivirus applications. Currently Office 2007 Professional consists of Word, Excel, PowerPoint, Outlook, Access, and Publisher.

36. Training and education programs

Training and education programs are a critical component of the New Jersey State Library project proposal. A 2010 study by the American Library Association (ALA) finds that “job-seeking resources are among the most critical and most in demand among the technology



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resources available in U.S. public libraries”. ALA also found that 75% of New Jersey libraries cite “job seeker services” as a primary use of libraries.

To deliver these programs, the New Jersey State Library (NJSL) is partnering with the New Jersey Council of County Colleges (NJCCC). NJSL plans to work specifically with the New Jersey Council of County Colleges’ Consortium for Workforce and Economic Development (The Consortium), a partnership created by the state’s 19 community colleges. In partnership with the Consortium, the programs included in this proposal are specifically designed to target the unemployment problem in New Jersey. Training and education programs are focused on 1) Library Staff Professional Development 2) Job Readiness Training and 3) Training on Demand.

Library Staff Professional Development

The Consortium has developed a 4-hour professional development training module that will be made available to library staff across the state. It is widely acknowledged that libraries are short staffed and pressed for time. The focus of these professional development sessions will be on providing librarians with a set of workforce and job search tools that will help them assist their patrons with conducting their own on-line job searches and workforce skills improvement.

Curriculum covered will include how to conduct an on line job search, how to make use of the New Jersey Department of Labor’s Real Time Jobs on Demand and other commercial job web sites, identify the most popular job search web sites, and identify the key elements in an on-line job application. These librarian training modules will be delivered by trainers from local Community Colleges. The Consortium will deliver 80 of these 4-hour classes. Sessions will be scheduled in consultation with the State Librarian, the BTOP Program Manager and delivered at local libraries across the state.

Job Readiness Training

The Consortium has developed workforce-focused courses in basic computer skills needed by every job applicant today. Job readiness trainings will be provided directly to library patrons at the mobile training centers and will focus on job readiness computer training. Library staff is currently overwhelmed with the number of patrons in their facilities seeking this type of assistance. This program will seek to make library patrons more self-sufficient. Patrons would then be better prepared to make use of the direction that staff librarians will be presenting after they have completed the Librarian Staff Training component noted above.



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All job readiness computer training will be 4-hours long and built around workplace skills. Curriculum covered will include:

- Microsoft Windows – This is the foundation of any PC based usage and will improve patron proficiency in computer usage.

- Internet – Training in the basic usage of the Internet, understanding of URL’s, introduction to the major web search engines, elements of a web search with specific emphasis on web based job searches.

- Microsoft Word – Training in the basic elements of Word. Emphasis will be on the development of a resume and cover letter.

- Microsoft Outlook – Training on the proper usage of email, email etiquette, responding to job listings, and on-line applications. Each participant needing an email address will be assisted in the creation of a personal email account.

NJSL estimates that the Consortium will deliver 800 of these 4-hour classes in the first two years of this program at local libraries across the state. Topics will be scheduled in consultation with the State Librarian and local Library Directors. NJSL and the Consortium estimate that 6,400 library patrons per year will be enrolled in these classes.

Training on Demand

The Consortium will also include all libraries into the Training on Demand (ToD) program. Developed in partnership with the New Jersey Department of Labor and Workforce Development, ToD is a unique job development and workforce training project that places job development at the forefront of the retraining system, as opposed to the end.

Consortium personnel access the Department of Labor’s Real Time Jobs on Demand web site, seeking to identify business sectors and employers with anticipated new hiring. Once identified, the Consortium seeks to engage the employer in the development of a training program aimed at producing the best qualified individuals for these job openings. The Consortium then discusses scheduling of training for these jobs with the Department of Labor and sets up a recruitment process that is managed by the Department. No training is begun without the guarantee of jobs up front.



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One of the key elements in the recruitment process is the scheduling of Open House events in the region that surrounds the jobs that have been identified. The Department manages invitations to the Open House using their data of those collecting unemployment benefits within that region. Interested individuals come to the Open House where they hear from the employers about the job openings, from the Consortium about the training programs and from the Department on eligibility. Those who are interested are then screened by the Department for eligibility and the Consortium for academic eligibility. A class is formed and training then begins. The Consortium seeks to have libraries disseminate ToD opportunities to all patrons and where appropriate use libraries as sites for Open House sessions.

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

➤ 6400

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

➤ 4

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

➤ 0

F. Project Budget

40. Project Budget	
Federal Grant Request	\$5,104,916
Total Match Amount	\$2,398,876
Total Budget	\$7,503,792
Match Percent	32.0%

41. Projects Outside Recommended Funding Range:



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- At a total budget of \$7,503,792, the New Jersey State Library proposed budget is not outside the project budget range recommended in the NOFA (\$500,000 to \$15 million).

42. Sustainability:

All costs in the project budget can be categorized as Capital expenses (CapEx) or Operational expense (OpEx).

CapEx accounts for \$2,982,042 or 40% of the budget and include costs such as Equipment and inside wire installation in the Other category. These will not require sustainability as they are one-time costs.

Sustainability for computer replacement outside the funding period will be secured through other sources such as foundation grants. New Jersey has been successful in securing large grants from charitable organizations including securing over \$1.48 million in private grants from the Bill and Melinda Gates Foundation in support of public access computing.

OpEx accounts for the remaining \$4,521,750 or 60% of the budget. Of this, Personnel and Fringe account for \$519,571 or 6.9% of the budget and are only applicable during the grant funding period. The remaining OpEx is derived from Contractual training costs and incremental network, database and program content, library broadband access, marketing, and E-Rate application support.

Most of the incremental network costs are only required during the network and library upgrade transition period. After the transition, any unnecessary redundancies will be disconnected. The annual incremental cost for supporting the network in years four and beyond is \$187,514. NJSL expects to be able to renegotiate this after the grant period to a level which NJSL and JerseyConnect budgets will be able to support. If unable to renegotiate these costs, NJSL will seek alternative federal or foundation funding.

Program content provided by NJN will be sustainable since NJN has agreed to provide the programs as in-kind in perpetuity. Other program content is required for mid-term workforce development and job application needs during the grant period. After the grant period, NJSL will seek alternative federal and foundation support for these programs. NJSL has been successful securing funds to support similar databases and job tools.



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The NJSL application is also requesting funding for the incremental, non-E-Rate discounted portion of library broadband costs during the grant period for those libraries that cannot support the increase. Based on historical monthly pricing of Ethernet three years ago (\$1,000), NJSL anticipates Ethernet pricing secured through this program (\$670) will fall to a sustainable level after the grant period. NJSL and the JerseyConnect program have been successful in negotiating sustainable broadband pricing for libraries. Additional competitive dynamics of Verizon and Comcast for Ethernet services in New Jersey has placed downward pressure on prices.

As for the remaining marketing, training, and E-Rate application support portions of the Other category, these costs are only required during the grant period. Library staff training sessions, patron job training sessions, and E-Rate application support will not require sustainability beyond year two.

43. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	<p>The total proposed budget for the New Jersey State Library (NJSL) over the three year funding period is \$7,503,792. The budget will be funded using a combination of federal funding, cash and in-kind matches. Total match for the budget is \$2,398,876, which represents 32% of the total budget. Of the total budget, NJSL is requesting BTOP funding for the remaining \$5,104,916.</p> <p>Cash Funding The New Jersey State Library (NJSL) has secured cash matches from the Bill and Melinda Gates Foundation (The Foundation) for the purpose of applying for funding under BTOP’s Public Computing Center category. The total amount provided by The Foundation is \$1,769,000. This grant match has been allocated to three categories. These cash matches represent 23.6% of the total application expenses.</p>



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	<p>1) \$1,500,000 – cash match for grant project 2) \$150,000 – cash match for E-Rate application support 3) \$119,000 – cash match for grant preparation costs</p> <p>The cash match of \$1,500,000 from the Bill and Melinda Gates Foundation is a general match and has been applied proportionately to all cost categories in form SF-424A. The Gates Foundation match will be disbursed over a two year period in blocks of \$750,000.</p> <p>The cash match of \$150,000 from the Bill and Melinda Gates Foundation will be used for E-Rate application support. This match has been applied to the Other category in the Non-Federal matching portion of form SF-424A. This Gates Foundation match will also be disbursed over a two year period in blocks of \$75,000.</p> <p>The remaining cash match of \$119,000 from the Bill and Melinda Gates Foundation is for grant preparation costs. This match has been applied to the Other category in the Non-Federal matching portion of form SF-424A.</p> <p>In-Kind NJSL’s proposed budget also includes in-kind contribution from NJN for program licensing and from NJSL for allocated marketing costs.</p> <p>NJN has agreed to provide NJSL a three year license for job training and workforce development content with an in-kind value of \$600,000 over the three year grant funding period.</p> <p>NJSL has allocated marketing staff resources to the project (total \$29,876). Two personnel, including the Director of Marketing and the Senior Public Information Assistant, will allocate 5% of their time in years one, two, and three to this project. These allocations vary from year to year due to planned increases in salary and fringe benefits.</p>
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<p>Unjust enrichment</p>	<p>Neither the New Jersey State Library (NJSL) nor any of its subrecipients has applied for federal support for non-recurring costs in any of the areas for which NJSL is seeking an award. Funding for all non-recurring costs including broadband equipment and computers has only been requested within this BTOP application.</p> <p>NJSL is currently receiving federal funding for a portion of the recurring costs to operate the existing JerseyConnect program, but is not requesting funding from BTOP for these costs. However, NJSL is requesting funding from BTOP for some incremental recurring costs during the grant period to facilitate broadband connectivity for participating libraries. These incremental costs are above and beyond the broadband services purchased by libraries today.</p> <p>NJSL is not receiving nor has applied for federal support in the same proposed funded service areas as the proposed BTOP project. Individual libraries will continue to apply for USF funding under E-Rate but will not be requesting duplicate funding for recurring Internet access services and/or nonrecurring services for broadband infrastructure. The recurring costs requested in this proposal for 53 libraries are for incremental, non-discounted charges only. Libraries will not receive BTOP funding and federal funding for the same costs.</p> <p>NJSL has calculated the non-discounted, incremental broadband access service charges using actual library E-Rate eligibility and discount information. NJSL has only applied for, on behalf of participating libraries, the incremental portion for which E-rate is not expected to cover. NJSL has also accounted for any E-Rate and BTOP funding timing requirements in the budget to assure no funding gaps or overlaps occur. The NJSL process for subrecipients is uploaded in the supplemental materials of this application.</p>
<p>Disclosure of federal and/or state funding sources</p>	<p>State Funding The New Jersey State Library (NJSL) currently expends \$507,936 annually in state funding to operate the JerseyConnect network. This funding is primarily used to cover the costs of Internet and network</p>



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	<p>charges (\$420,786) which account for 83% of this state funding. This funding is also used for travel, telephone, software, consulting services, and staff training expenses necessary to operate the JerseyConnect network and provide technology services to New Jersey libraries.</p> <p>NJSL also receives \$812,989 per year for the RefUSA database and \$299,268 for Business Source Premier (BSP). These databases are used by small businesses and entrepreneurs in New Jersey as part of the New Jersey Knowledge Initiative and will be related to the Frost & Sullivan resources provided as part of this proposal. RefUSA and BSP are currently paid with state funding.</p> <p>NJSL also provides \$44,980 from a state-funded grant to Long Branch public library for the Virtual Career Center, an innovative job transition program called “Long Branch @ Work”. The Virtual Career Center maintains a career-focused website, provides job-readiness training to library patrons both in person and via webinars, and funds a demonstration computer lab.</p> <p>Federal Funding NJSL also receives \$304,290 in federal funding for salary and fringe costs associated with operating the JerseyConnect network.</p> <p>The federally-funded QandANJ.org grant to South Jersey Regional Library Cooperative is the backbone upon which the New Jersey Library Association received a \$500,000 Department of Labor grant. QandANJ.org is staffed by professional librarians from participating libraries across the state of New Jersey and helps library patrons find answers to questions online and in real-time. NJSL is providing funding of \$200,000 in 2010 for QandANJ. This Department of Labor grant would not have been possible if NJSL did not provide funding for this program.</p> <p>NJSL does not currently receive any Universal Service Funds (USF)</p>
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	funds. However, individual libraries do receive USF funds. Libraries which currently receive E-Rate funding and are subrecipients of this application are included in the supplemental materials of this application.
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44. Budget Narrative	
Budget narrative	<p>The total proposed budget for the New Jersey State Library (NJSL) over the three year funding period is \$7,503,792. Budget details below are organized in accordance with Form SF 424-A.</p> <p>Personnel - \$382,393 (5.1% of budget) - This project will hire a BTOP Program Manager. Salary will be \$249,728 over three years. One E-Rate Application Specialist will be hired for a total of \$110,701 over two years. In addition, NJSL will allocate a portion of Director of Marketing and Senior Public Information Assistant staff time to the project. These marketing salary costs are \$21,963 over the three year period.</p> <p>Fringe Benefits - \$137,179 (1.8% of budget) - Fringe for the Program Manager is \$89,967. Fringe for the E-Rate Specialist is \$39,299. Allocated fringe for the marketing staff is \$7,913 for the three year period.</p> <p>Equipment - \$2,922,792 (39.0% of budget) - Equipment costs include library broadband equipment (\$176,443), network equipment (\$1,304,956), storage equipment (\$24,792), computers (\$1,407,000) and Projectors (\$9,600). Library broadband equipment includes (79) Cisco 1941 Router at \$1,655, (79) Cisco Catalyst Express 2960 Switch at \$493, and (79) Smartnet maintenance for 3 years at \$86. Network equipment includes (3) Cisco ASR 1002 Router at \$62,074 each, (4) Cisco ASR 1004 Routers at \$91,145 each, (4) Cisco 6504 Multi-layer Switches at \$100,503 each, and (4) Cisco Firewall at \$88,036 each. Storage equipment is (24) fiber channel drives at \$1033 each. Computer equipment includes 938 computers at \$1,500 per computer. Projectors include (8) at \$1200 each.</p>



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	<p>Supplies - \$116,300 (1.5% of budget) Supplies costs consist of \$26,000 for rack cards and \$2,700 for posters. Total workbook cost is \$87,600 including GED Connection (\$43,800) and Workplace Skills (\$43,800).</p> <p>Contractual - \$600,000 (8.0% of budget) - Contractual costs are for library staff training (\$40,000) and patron training (\$560,000). Library staff training consists of 80 training over two years at a cost of \$500 each. Patron job training consists of 800 training over two years at a cost of \$700 each.</p> <p>Other - \$3,345,129 (44.6% of budget) - Other costs consist of marketing costs (\$242,194), database and program content (\$1,881,278), network costs (\$921,343), library broadband access (\$122,064), inside wire installation (\$59,250), and grant preparation (\$119,000).</p> <p>Marketing costs include billboards (\$8,000), taillight displays (\$73,589), inside bus posters (\$17,405), radio ads (\$68,300), online & social media (\$62,400), and PSA production (\$12,500). Database and program content includes Learning Express' Job Accelerator (\$863,042), Frost & Sullivan business database (\$294,000), NJN Content License (\$600,000), and NJN administrative fee (\$124,236). Total Network costs include network (\$881,743) and collocation costs (\$39,600).</p>
Budget reasonableness	<p>The New Jersey State Library (NJSL) costs proposed in this budget are eligible and reasonable for the project and the allocation of funds is sufficient to complete the project tasks.</p> <p>Personnel and fringe benefit costs to carry out the project are based on NJSL's extensive experience hiring and managing personnel. The increase in fringe benefits over the three year period is based on local norms for similarly skilled positions. A compliance person is necessary to carry out the project. These costs are for "reasonable</p>



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	<p>compensation for qualified instructors, technicians, managers, and other employees essential for these types of programs.”</p> <p>Equipment costs for the proposed budget are based on NJSL concerted efforts to secure prices based on actual equipment costs in the market. Broadband and network equipment costs are based on actual quotes from vendors. These are eligible costs for “acquiring broadband related equipment, instrumentation, networking capability, hardware and software, and digital network technology for broadband services.”</p> <p>Computer costs are based on published prices from the Dell NJ State Store WSCA contract website. These costs are for “acquiring broadband-related...hardware and software...for broadband services.”</p> <p>Network costs for the JerseyConnect backbone are based on current network expenses and quotes from service providers. These costs are “leasing a new facility...to facilitate public access to broadband services or expand computer center capacity.”</p> <p>Broadband access costs for libraries are based on letters of commitment from and discussions with partner service providers. These costs are for “leasing a new facility...to facilitate public access to broadband services or expand computer center capacity.”</p> <p>Inside wire installation costs are reasonable and based on quotes from partner service providers. The costs to upgrade broadband to libraries are eligible and will be used to facilitate public access to broadband and will expand computer center capacity. These costs are for “to facilitate public access to broadband services or expand computer center capacity.”</p> <p>Training costs are based on actual quotes from the community college partner. The New Jersey Council of County Colleges has estimated the number and cost of training sessions based on their extensive experience providing training and education programs. These are</p>
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	<p>sufficient to adequately address all areas across the state. These costs are “reasonable compensation for qualified instructors...essential for these types of programs.”</p> <p>Marketing costs are sufficient to generate local interest in and demand for the project programs. These costs are based on extensive experience from NJSL marketing personnel for running similar library programs. These costs are “awareness programs.”</p>
Demonstration of need	<p>The New Jersey State Library (NJSL) project proposal will not be implemented during the grant period without federal grant assistance from BTOP. Neither the budgets of Thomas Edison State College, the New Jersey State Library nor the JerseyConnect program would be able to provide appropriate funding to implement this project.</p> <p>As the independent audits of 2008 and 2009 demonstrate (see attached in supplemental materials), both Thomas Edison State College and its affiliate the New Jersey State Library have been faced with declining revenues and increasing costs. In addition, NJSL is facing potential budget cuts of 15-25% for 2011. These potential cuts are largely the result of declining state funding sources due to economic challenges in New Jersey. However, NJSL does not anticipate this will impact the current JerseyConnect program or the ability to implement the project described in this application, but do demonstrate a lack of available options for funding this proposed project.</p> <p>Launched in February of 2006, JerseyConnect is fully-funded through a combination of federal funds and Virtual State Aid allocation which has remained consistent, but has not increased, since 1998. The budget for JerseyConnect is not expected to increase during the grant funding period.</p> <p>To verify that individual libraries do not have the financial resources to implement this project, NJSL conducted a survey with all libraries in the state and conducted a follow-up questionnaire. Libraries clearly demonstrated an interest in implementing this project, but clearly</p>



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	lacked the resources to do so. We have secured letters of commitment from New Jersey libraries demonstrating their financial need.
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45. Funds to States/Territories

States	Amount of Federal Grant Request
New Jersey	5,104,916

Funds to States/Territories Total: \$5,104,916

G. Historical Financials

46. Matching Funds			
	2007	2008	2009
Revenue	19,193,917	20,143,874	19,222,076
Expenditures	29,716,254	29,679,700	30,026,037
Net Assets	18,885,421	19,519,169	18,603,930
Change in Net Assets from Prior Year	-2,534,529	633,748	-915,239
Bond Rating (if applicable)			

H. Public Computer Center Summary

47. Jobs	
How many direct jobs-years will be created from this project?	5
How many indirect jobs will be created from this project?	47
How many jobs will be induced from this project?	30

48. Methodology used to estimate jobs:



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NJSL used the Council of Economic Advisors' guide to job creation estimates. NJSL took the total budget (\$7,503,792) and divide by \$92,000: $\$7,503,792 / \$92,000 = 82$ total job years. We assume that 36% of this is induced job years: $0.36 \times 82 = 30$ job years; and that the remaining 64% is direct job years plus indirect job years: $0.64 \times 82 = 52$ job years.

Since the Council of Economic Advisors does not prescribe how to determine what portions of these 52 job years should be allocated to direct and indirect job years, respectively, we use the following approach to determine these figures: we make 1 direct hire of an FTE (BTOP Program Manager) for 3 years. We also hire 1 E-Rate Application Specialist for two years. Thus, direct job years: 1 employee x 3 years + 1 employee x 2 years = 5 job years

To get the number of indirect job years, we subtract the direct job years (5) from the sum of direct job years and indirect job years (52): $52 - 5 = 47$ indirect job years.

49. Proposed # of Public Computer Centers	
Schools (k-12)	0
Libraries	366
Medical and Healthcare Providers	0
Public Safety Entities	0
Community Colleges	0
Public Housing	0
Other Institutions of Higher Education	0
Other Community Support Organization	0
Other Government Facilities	0

Total Proposed Public Computer Centers 366

Current Total Persons in Service Area 5968169



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

51. Weekly Usage Summary	
Total Current # of Persons Served per 120-hour Business Week	181722
Total Proposed # of Persons Served per 120-hour Business Week	201320
Total Current # of Persons Served per 48-hour Weekend	29655
Total Proposed # of Persons Served per 48-hour Weekend	32644

52. Broadband Workstation Summary	
Number of Current Workstations proposed to be upgraded	0



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Total Current # of Broadband Workstations	5762
Total Proposed # of Broadband Workstations	6700
Average Current Facility Broadband Connection Speed	5.40 Mbps
Average Proposed Facility Broadband Connection Speed	7.20 Mbps

I. Project Readiness

53. Licenses and Regulatory Approvals

The New Jersey State Library (NJSL) does not require any local, state, or federal licenses and/or regulatory approvals in order to complete this project. NJSL has been operating the JerseyConnect program and providing broadband services in partnership with incumbent local exchange carrier Verizon since 2006 without any special license or regulatory approvals.

Since NJSL will still be partnering with service providers for delivering broadband connectivity to libraries, these providers will be responsible for securing license and regulatory approvals necessary to complete the project.

54. Organizational Readiness

The New Jersey State Library (NJSL) is well prepared to implement, operate, and sustain this project using federal funds given the four factors below. NJSL, building on lessons learned from past grant initiatives, is confident that this project will be successful in New Jersey, having found that employing dedicated staff, establishing relationships with many different communities of interest and developing a supportive relationship with the individual participating libraries helps to ensure the success of a statewide grant initiative.

1) Experience with JerseyConnect Program - JerseyConnect is the statewide technology services organization and network infrastructure delivered through the New Jersey State Library. JerseyConnect builds on the Hub Libraries program, which was established in 1998 to help to bridge the digital divide by providing low cost internet access and related services to public



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libraries in New Jersey. NJSL has sustained the current JerseyConnect program since 2006 with state aid allocation and federal funds.

2)Qualifications of the Project Team - NJSL has extensive experience managing projects of similar size and complexity including demonstrated ability to implement, operate and sustain state and federally funded programs. Key project team members include the State Librarian, Information Technology Director, Chief Financial Officer, Director of Marketing, and the Associate State Librarian for Library Development.

The State Library’s marketing department has won the American Library Association’s 2010 John Cotton Dana Award for its statewide marketing campaign, “Tell Us Your Story.” In addition, the State Librarian was named Library Journal’s national Librarian of the Year for 2008, due to the New Jersey State Library’s outstanding reputation.

3)Quality of Project Partners - NJSL has made considerable efforts to secure project partners with the ability to implement this project. As the incumbent service provider and current partner of the JerseyConnect program, Verizon has extensive experience implementing broadband services. In addition, NJSL has experience working with Verizon to deliver JerseyConnect services. The Council of Community Colleges has considerable experience as educators and are well equipped to deliver training programs to both library staff and patrons. NJN has proven highly capable of delivering workforce development video content.

4)Diligence in Community Outreach - NJSL has made extensive efforts to reach out to state and community organizations including the New Jersey library community. NJSL held a Partners Breakfast to solicit feedback and gain support for the project. NJSL has also reached out to the library community through a number of channels including a survey, follow-up questionnaire, and communication with the officials of the New Jersey Library Association.

55. Project Timeline and Challenges

The New Jersey State Library has developed a BTOP Project Timeline that is closely coordinated with the program budget. The timeline is in Gantt chart format and is uploaded in the supplemental materials of this application.

Quarter 1



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- Staffing – NJSL will hire BTOP Program Manager and an E-Rate Specialist. There are relatively few barriers for hiring these individuals but will be top priority in first quarter.
- Marketing & Outreach - Project announcement and convening held and promotional materials procured. NJSL has marketing personnel in place to implement the marketing plan. Given current experience of the marketing organization, there is little risk this plan will not be achieved in the proposed timeline.
- Training & Programs - Trainings and programs will begin with activities including finalizing training curriculum, developing training schedule, procuring databases and content, and developing program portal. BTOP Program Manager will manage project challenges and risks closely.
- Broadband Upgrades – Procurement for broadband upgrades will begin. Equipment will be delivered on a rolling basis in accordance with the library upgrade schedule of 40 computers per quarter. Library upgrades can begin prior to any network equipment or circuit installations. This approach will help mitigate risks in implementation.
- Computers - Computer procurement for mobile training labs.

Quarter 2

- Marketing & Outreach - Production of Public Service Announcements.
- Training & Programs - Librarian trainings start and continue until Q8. These will start prior to any patron training sessions. Patron training sessions will begin in the second half of Q2.
- Broadband Upgrades - Broadband upgrades begin in Q2 include delivery of network equipment as well as configuration, testing, and deployment. Delivery and configuration of network circuits will also occur in Q2. Library broadband circuit delivery will begin in Q2 and continue on a rolling basis. NJSL will work closely with service provider project specialists.
- Computers – Mobile training lab computers will be configured and staged in Q2. Computer coordination for pick-up and delivery will begin in Q2 and continue on a rolling basis through Q4.

Quarter 3

- Broadband Upgrades – Delivery of library broadband circuits and upgrade of libraries

Quarter 4 through 9

- Computers – Library computers will be configured and staged in Q5. Computer coordination for pick-up and delivery will begin and continue on a rolling basis through Q6.
- Marketing – Billboards and transit ads run in Q5 when all libraries are up and running.



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-Project Implementation – Q4 through Q9. By the end of year one (Q4), NJSL will have spent 47% of the total budget. By the end of year two (Q8), NJSL will have spent 86% of the total budget.

56. SPIN Number

SPIN number is not required as the applicant nor do any subrecipients have an FCC Universal Service Fund Service Provider Identification Number (SPIN).

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 New Jersey State Library will procure electronic equipment for this proposed project. This equipment is described further in the Technology Strategy and Budget Narrative questions in this application. This equipment will be stored and/or operated in existing buildings in New Jersey.

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

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.

No



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

Yes

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 New Jersey State Library in partnership with the Council of Community Colleges will conduct training sessions at existing library facilities in New Jersey. These sessions will be provided as professional development for library staff and computer skills training for library patrons.

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?

Yes

The proposed project involves upgrade of broadband services to existing facilities. These upgrades will be upgraded through service providers such as Verizon and Comcast. NJSL does not have any estimates of underground cable required.

K. Environmental Questionnaire – Part 2

65. Project Description



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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	Resumes and Org Chart.pdf	Blake, Norma	03/13/2010
Government and Key Partnerships	Sub-Recipient Letters of Commitment.pdf	Blake, Norma	03/12/2010
Government and Key Partnerships	Partner Letters.pdf	Blake, Norma	03/12/2010
Historical Financial Statements	Library Financial Statements.pdf	Blake, Norma	03/12/2010
Public Center Detail	PCC Details Attachment.xls	Blake, Norma	03/12/2010
Detailed Budget	PCC Detailed Budget Attachment.xls	Blake, Norma	03/13/2010
BTOP Certifications	Authentication and Certifications.pdf	Blake, Norma	03/12/2010
SF424 Budget (A or C)	SF424-A.pdf	Blake, Norma	03/12/2010



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SF424 B and D Assurances	SF 424 B Assurance.pdf	Blake, Norma	03/12/2010
Supplemental Information	Grant Procedure for Subrecipients.pdf	Blake, Norma	03/12/2010
Supplemental Information	JerseyConnect Network.pdf	Blake, Norma	03/12/2010
Supplemental Information	Project Timeline and Challenges.pdf	Blake, Norma	03/12/2010
Supplemental Information	JerseyConnect SLA.pdf	Blake, Norma	03/12/2010
Supplemental Information	ERate Libraries.xlsx	Blake, Norma	03/13/2010
Supplemental Information	Letters of Support.pdf	Blake, Norma	03/13/2010