Broadband USA

Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID: 197**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Table of Contents

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

A. General Application Information

1. Applicant Information

1-A. Name, Address, and Federal ID for Applicant

i. Legal Name:	Vermont Council on Rural Development
ii. Employer/Taxpayer Identification Number (EIN/TIN):	030354510
Street 1:	43 State Street
Street 2:	
City:	Montpelier
County:	Washington
State:	VT
Country	United States
Zip/Postal Code:	05602

1-B. Name and Contact Information of Person to be Contacted on Matters Involving this Application:

Prefix:	Mr.
First Name:	Paul
Middle Name:	
Last Name:	Costello
Suffix:	
Telephone Number:	802-223-5763
Fax Number:	
Email:	pcostello@vtrural.org
Title:	Executive Director

1-C. Other Required Identification Numbers

Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID: 197**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

i. Organizational DUNS:	137761792
ii. CCR # (CAGE):	5LXK7
iii. Funding Opportunity Number:	2
iv. Catalog of Federal Domestic Assistance Number:	**BTOP CFDA Number:** 11.557 **BTOP CFDA Title:** Broadband Technology Opportunities Program

1-D. Organization Classification

Non-Profit Corporation

1-E. Applicant Federal Debt Delinquency Explanation

Is the **Applicant** Delinquent On Any Federal Debt?
No

Federal debt delinquency Explanation:

1-F. Congressional Districts of:

Applicant: Vermont - At-Large

Program/Project
Vermont - At-Large

2. Project Title and Project Description

2-A. Project Title : e-Vermont: The Vermont Community Broadband Project

2-B. Project Description: e-Vermont: The Community Broadband Project will help rural communities and businesses realize the opportunities of the Internet for civic engagement, community betterment, school modernization, job creation and e-commerce. Working with 24 "e-Vermont Communities" over

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

two years, it will systematically stimulate digital culture in schools and homes, community groups and businesses.

3. Project Type

Classify the particular project type for which you are seeking federal funding.

Project Type: Sustainable Broadband Adoption

Project ID: 2

4. Application ID for Multiple Submissions for Identified Service Areas

5. Estimated Funding ($):

Estimated Funding ($):	
Federal	2,525,675
Applicant	30,567
State	6,664
Local	
Other	1,236,906
Program Income	
Total	3,799,812

B. Eligibility Factors

6. Eligibility Factors.

The application must be completed fully, and all required supplemental documentation must be attached.

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID:** 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Applicants must commit to substantially completing their Project (as defined in the NOFA) within two years of the award date, and completing the Project within three years of the award date.

Applicants must credibly demonstrate that their Project advances at least one of the five statutory purposes for BTOP.

Applicants must demonstrate that but for Federal funding they would not have been able to complete their project during the grant period.

The budget for the project must be reasonable and all costs must be eligible.

6-d. Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirments.
Yes

Matching Fund Waiver Request Explanation

C. Executive Summary

7. Executive Summary of Overall Proposal:

e-Vermont: the Vermont Community Broadband Project, will stimulate the use of on-line services in rural Vermont communities through families, schools, libraries, businesses, civic networks and local government. Led by an unprecedented Vermont team of experts in rural community development, education, and business development, e-Vermont will build wholesale campaigns in 24 Vermont communities over two years to help them avail new services, build communications, social capital and community involvement, create jobs, improve business efficiencies and bottom line, build new Internet-related businesses, modernize the curriculum by embedding technology in schools, directly bring computers into homes, radically advance the development of digital culture, and dramatically increase local adoption rates for broadband services in underserved and previously un-served areas of

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Vermont.

e-Vermont will provide community organizing facilitation, technical assistance, education, hardware and funding to 24 selected rural communities that have low broadband service take rates or have just gained high-speed broadband access. e-Vermont will stimulate broadband usage in a variety of ways determined by local leadership rather than deliver program services through a simple top-down formula. Each community will form its own e-Vermont Community Task Force to build its own plan. Local actions of e-Vermont will include:

• Building enhanced state-of-the-art town websites and digitally advancing municipal services
• Providing direct business consultation services to expand web-based marketing and commerce
• Building social networking to promote connected neighborhoods
• Assisting local providers of services to vulnerable populations to implement to new digital tools and opportunities to improve services
• Providing new computer based services to connect seniors with their families
• Encouraging and supporting the incubation of new Internet-related businesses
• Involving youth in leadership to build community connections
• Providing teacher training, curriculum and equipment to spur Internet usage
• Training local residents, including elders and vulnerable populations, in popular applications from Facebook to email, Twitter to Google apps
• Providing new computer workstations and new digital services to town libraries
• Building local community and neighborhood on-line social networks
• Delivering new netbook computer packages free to 4th and 5th grade children and their families
• Providing consultation and training to improve digital communications, networking and appropriate on-line tools between working civic committees, clubs, churches, social service and planning groups and low income populations
• Expanding the use of web-based tools to facilitate community engagement and advance locally-designed initiatives
• Building community calendars, business directories, buy-local maps, arts and crafts tours, sports schedules, and a variety of new locally-driven digital applications
• Expanding on-line computer health information and opportunities

By reaching the foundations of Vermont communities—schools, businesses, municipal government, libraries, health and social services groups—the e-Vermont Project will drive the

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID:** 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

benefits of the digital age to parts of the state that have fallen terribly behind, economically and in digital culture.

Led and managed by the Vermont Council on Rural Development (VCRD), e-Vermont will coordinate its efforts through an advisory committee made up of all the partners in the effort (listed below). Vermont's Department of Public Service (DPS) will inform the project with its adoption research, survey findings, and maps. VCRD will manage the project and provide on-the-ground leadership in communications, building the local community teams and in implementing the community and business services. Vermont Small Business Development Center (VT SBDC) business counseling will supplement and deepen technical training to businesses. Vermont State Colleges will provide instructional classes and workshops to meet community needs. Working with the State Department of Libraries the project will boost the number of computer workstations and on-line, web-based services in local public libraries. The Snelling Center will serve as lead partner in sharing a menu of applications and best practices across governmental, economic, non-profit, and other sectors. Front Porch Forum will lead the implementation of social networking systems that enhance social capital throughout the served towns. Digital Wish will lead in school-based digital literacy training, administration and teacher training, curricular development and implementation, and oversee the distribution of Dell netbook packages to 4th and 5th grade children and their families. Together, these resources will support local leadership, local business growth and prosperity, and help communities avail all the opportunities and benefits of networking and e-commerce. It will also celebrate success and build a new atmosphere of hope and progress, a tremendous excitement around community exploration of what to these rural communities is a new medium, and build models of progress that will inspire other Vermont communities, and new Internet users, throughout the state.

e-Vermont will directly impact 24 communities at a total expense of $3,799.812 including a match of $1,274.137 (33.53 percent). e-Vermont seeks a total of $2,525,675 in ARRA funding through the Sustainable Broadband Adoption Program. Over 50,000 people will be directly served; over 2 years 9,600 new home and business broadband subscribers (60% of households) within these communities will purchase broadband services for the first time, and over 100 jobs will be created. The strategic statewide expansion of best practices and publicity about community success will multiply these impacts beyond the targeted towns.

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID:** 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

D. Project Purpose

Project Purpose: Recovery Act & BTOP Objectives

8. Project Purpose

e-Vermont will address three purposes of the Sustainable Adoption Program:
· Provide broadband education, awareness, training, access, equipment and support to community anchor institutions, job creating strategic facilities (and small and incubated businesses) and vulnerable populations
· Improve access to and use of broadband by public safety agencies
· Stimulate demand for broadband.

Almost one third of the land area and dozens of small rural communities in Vermont lack any high-speed broadband. The Pew Charitable Trust 2009 study of Home Internet Adoption in rural America noted the growth of usage from 38 percent of adults having home access in 2008 to 46 percent in 2009. Dispersed rural population in VT (the most rural state in the nation), complex typography, and the lack of public understanding of the benefits of broadband have made for a bad business case for the expansion of services. Meanwhile, communities have not learned how to use broadband for civic and economic development, and the areas lacking broadband have major economic challenges including the loss of jobs in key industries (forest products, agriculture, and manufacturing), a dramatic loss of youth, and a demographic shift to an older population. All these factors, plus the economic challenges of rural Vermont families (Vermnt's per capita personal income was $32,770 in 2004), have resulted in Vermont's Internet penetration being even lower than the Pew study's figures.

When new services come into underserved or previously un-served areas, adoption rates can be disastrously low, leaving providers without a viable business case; and, because residents do not know how to use on-line resources, communities lack momentum and do not avail themselves of opportunities. These problems threaten the future viability of Vermont and especially its rural communities. In the decade spanning 1990-2000, Vermont lost 19 percent of its population in the 20 to 34 year old range. In 2005, the ratio of workers to retirees was 5:1. If current trends continue, by 2030, that ratio will be 2:1. Vermont now has the second oldest median age in the country.

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

e-Vermont will build a culture of broadband usage through a multi-pronged process of community organization and resource delivery to meet the needs and goals of each local community. It will stimulate a tremendous variety of public uses of the Internet for community development, business, social networking, education and entertainment. Stimulating digital activity will trigger engagement from people throughout the community who never felt they needed broadband access before. Thousands of Vermont's most rural and vulnerable residents will see powerful reasons to be connected at home for the first time.

Vermont is a special place; its human scale and strong, vital communities provide powerful assets to the success of the broadband stimulus effort. But for communities to own the solutions (and use new applications) local people need to be involved in leadership— identifying challenges that Internet solutions can answer, serving as local champions to encourage wide scale adoption, and acting as spokespeople in the public relations story of advancing digital culture in rural Vermont. e-Vermont will build on community assets by establishing e-Vermont Community Task Forces in each of the selected communities. This local leadership will be a foundation for the success and for the sustainability of adoption when the project is over.

e-Vermont community plans will address common goals to:
· Increase civic involvement and build community participation
· Advance local government and public services communications, efficiency and transparency
· Help community groups ranging from senior centers to the PTO improve communications and use digital means to fulfill their local missions
· Advance 21st Century learning in and out of school to increase student engagement and success
· Promote local business innovation and prosperity
· Improve health and wellness
· Expand business and family adoption rates for broadband services (enhancing providers' rural business cases)

The e-Vermont partnership, led and managed by the Vermont Council on Rural Development, is applying for Sustainable Broadband Adoption support only; we will not provide broadband access or infrastructure. But Vermont is a small state; we will partner with all other ARRA stimulus efforts in the state. e-Vermont will work systematically with all BTOP and RUS

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Paul Costello

infrastructure projects to help build adoption rates for new services in previously un-served or underserved areas. It will partner with the State Department of Libraries and its network of local libraries to leverage the use of enhanced public computer availability by e-Vermont communities. It will partner with the State Department of Education's ARRA-funded project, and will partner in a variety of ways with both these public projects and private enterprise in public relations campaigns around all the work in Vermont through the ARRA stimulus platform.

e-Vermont is designed to expose thousands of Vermonters to all the diverse uses of on-line technology. It will significantly advance Internet service adoption in each of the 24 selected towns and statewide. It will dramatically improve the use of broadband in Vermont's small businesses and spur the development and expansion of e-commerce. It will improve community life by expanding community connections—both at the neighborhood level through "Front Porch Forum" and through communications to expand public participation and the interconnection of governmental and community working groups.

9. Recovery Act and Other Governmental Collaboration.

e-Vermont will collaborate directly with all successful RUS and BTOP infrastructure applicants to improve their take rates and, in effect, serve as guerilla marketers for their new infrastructure and services. e-Vermont will also work with any Public Computing Centers applicant from Vermont to maximize the mutually stimulating effects of projects with Computing Centers. The e-Vermont partnership includes Vermont State Colleges and the Vermont Department of Libraries which will submit a Public Computing Centers application, and looks forward to a productive relationship with them in implementation; both will be invited to serve on the board advising the e-Vermont program.

VCRD and the entire project team for e-Vermont have worked intensely with the Vermont Office of Economic Stimulus and Recovery (VoSR) and other Vermont applications for federal stimulus funding, and will continue to do so to ensure that all federal resources leverage the common mission of universal broadband service and the expansion of community health, education, welfare and prosperity through the use of on-line resources and communications. The e-Vermont initiative will also leverage $950,000 of federal Title IID programs and Department of Education efforts through its broad reach into communities and its concise focus on broadband adoption. Digital Wish, especially, will stay in close communications with the State Department of Education to be sure that educational offerings through e-Vermont support

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

and complement their funded educational programs, including Title II activities.

In addition, new Smart Grid efforts in Vermont in partnership with the US Department of Energy rely increasingly on ALL consumers having access to broadband services, yet many of those efficiencies won't be realized until broadband adoption reaches 100% in Vermont. Again, e-Vermont will partner with efforts to get the word out about Smart Grid benefits and expand adoption rates to support the success of this initiative.

The e-Vermont application bolsters independent ARRA applications for healthcare, distance learning, governmental and social services because it encourages broadband adoption among those who until now have been uninterested in on-line tools or have believed that they cannot benefit from their use. The PR campaign and new services included in this application speak directly to those misconceptions and will contribute to points of common mission among all ARRA stimulus projects in Vermont. Ultimately, e-Vermont is dedicated to ensuring that Vermonters have the digital literacy to take advantage of all these opportunities. Lower energy costs (through smart grid) or immediate access to personal health care records must not hinge on the digital divide; the progress of Vermont depends on a wholesale campaign, with all parts of the stimulus supporting each other.

10. Enhanced Services for Health Care Delivery, Education, and Children

e-Vermont project staff will work with all health care providers in each of the 24 communities to assess their needs and look at ways that on-line applications can enhance their services. They will inventory all health-related organizations, facilitate their collaborative discussions of functional challenges and needs, and design systematic ways to use on-line tools to advance their operational efficiencies and further their missions. e-Vermont staff will share the best practices that emerge from these efforts through health networks in the state, through the media campaign, through regional or statewide symposia, and as one of the key features of the annual e-Vermont conference.

e-Vermont will also partner with Digital Wish to advance digital learning in elementary schools. In today's world, where 85% of teens regularly engage in some form of electronic personal communication, students are our best viral carriers of broadband technology. Digital Wish will supply Vermont's teachers and students with computer technology, training, and curriculum to increase broadband usage and help each school adopt modern broadband

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

technology and bring it to bear throughout the curriculum and making it part of teaching in each classroom.

Digital Wish will advance digital education through:
-Administrative Leadership Training
-Destination Collaboration – Inspiring students and teachers to integrate broadband technology into curriculum through community-based projects
-Town Square – Showcasing collaborative student projects on the internet, to drive local demand for broadband
-Modernization Automation – Developing online tools for sustainability and community engagement such as a collaboration finder, a shared online lesson plan library, volunteer finder, and a pledge-based read-a-thon

Through Digital Wish, each town school will receive $3,000 in equipment. Staff will identify the most effective use to supplement existing school funding. Staff will collaborate with schools to implement technology plans to maximize broadband usage. Each school spend up to 30 hours with external peer coaching experts. Students and teachers will be supplied with an guidebook with instruction on podcasting, community engagement, fundraising, and digital imaging. Digital Wish will also lead and oversee the distribution of Dell computer netbook packages to all 4th and 5th grade school children in the grant towns to drive their use of digital applications and for them to bring home and encourage use by their families. Educational services through e-Vermont will be further enhanced as a result of Microsoft's software contribution and sponsorship of 4 regional symposiums to further Internet-based learning projects. They will also implement a mentoring program whereby elementary students can be paired with middle and high school students to build websites for community projects—all of which will spur increases in broadband usage fro Vermont's rural families and schools.

11. Small and Disadvantaged Business Involvement
There is only one Section 8(a) registered business in Vermont.

e-Vermont will work with small businesses in each of the core targeted communities but has no pre-grant agreements. We expect some of these communities to be within the HUB ZONE criteria for disadvantaged geographic areas and towns—in Vermont that means Essex, Orleans, Caledonia and Lamoille Counties (the north-central tier of the state). In all communities small businesses will receive counseling and assistance in identifying Internet uses to address

Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

business needs, improve efficiencies, and expand innovation and profitability, or to develop product or business plans. VCRD's e-Vermont project staff will work one-on-one with businesses; a full-time VT Small Business Development Center staff person will provide assistance to businesses ready for comprehensive assistance or to groups that could benefit from small class instruction.. e-Vermont has invited community pre-applications from towns seeking to dramatically expand digital literacy, e-commerce and economic development. The 30 town applicants received to date have listed dozens of small businesses desperate for project services.

E. Project Benefits
E-1 – Expanding Broadband Public Computer Center Capacity
Public Computer Center Capacity, Including Areas and Populations Served

12. **Public Computer Centers Availability**

13. **Restrictions on Public Computer Center Use**

14. **Public Computer Centers Accessibility**

15. **PCC - Center Locations, PCC - Center Capacity, PCC - Size and Scope of Target Audience.**

PCC - Center Locations & Center Capacity & Size and Scope of Target Audience.

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Paul Costello

16. PCC- SBA Population Demographics

Age Distribution
Age Distribution: 0-4
Age Distribution: 5-19
Age Distribution: 20-29
Age Distribution: 30-39
Age Distribution: 40-49
Age Distribution: 50-59
Age Distribution: 60-69
Age Distribution: 70 and above

Ethnicity or ethnicities
Ethnicity: Hispanic
Ethnicity: Non-Hispanic White
Ethnicity: Non-Hispanic Black
Ethnicity: Non-Hispanic American Indian
Ethnicity: Non-Hispanic Asian
Ethnicity: Non-Hispanic Hawaiian or Pacific Islander
Ethnicity: Non-Hispanic Other
Ethnicity: Two or More Races

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID:** 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Gender

Gender: Female
Gender: Male

Median Household Income

Median Household Income: Less than $9,999
Median Household Income: $10,000 - $14,999
Median Household Income: $15,000 - $24,999
Median Household Income: $25,000 - $34,999
Median Household Income: $35,000 - $49,999
Median Household Income: $50,000 - $74,999
Median Household Income: $75,000 - $99,999
Median Household Income: $100,000 - $149,999
Median Household Income: $150,000 - $199,999
Median Household Income: $200,000 and above

Educational Levels

Educational Levels: Nursery school - Preschool
Educational Levels: Elementary - Kindergarten - Grade 5
Educational Levels: Middle - Grade 6 to Grade 8
Educational Levels: Secondary - Grade 9 to Grade 12
Educational Levels: College

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID:** 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Disabilities status

Disabilities status : Not Applicable

Unemployment Rate

Unemployment Rate: 7.10

Language

Language : English - Primary

Language : English - Second Language

17. Public Computer Centers Outreach

Public Computer Center Capacity: Training and Educational Programs

18. Public Computer Centers Peripherals and Equipment

19. Public Computer Centers Workstation Software

20. Public Computer Centers Training and Education Programs

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

E-2- Project Benefits – Sustainable BroadBand Adoption

21. Innovative Approach to Sustainable Broadband Adoption

Vermont has made major progress in the expansion of broadband access, but has not yet solved the 'last mile' challenges to deployment in the most rural areas. Building the infrastructure is only part of the story. A 2009 University of Vermont Center for Rural Studies poll shows that 45.8% of households without high-speed Internet or with no connection could have access to broadband, but choose not to participate. Vermont service providers state that they often get adoption rates of under 30% and as low as 9% in newly covered areas. The main reason it has taken so long to build rural access in Vermont has been the weakness of the local rural community business case for providers. Regardless of the technology they use to provide services, return on investment is low, or even negative, when there are so few customers. e-Vermont partners expect that private, state and BTOP-funded projects will solve the infrastructure access issue by the end of 2012. We will build adoption rates to support the success of these solutions. Beyond the physical infrastructure challenges in rural Vermont, there are educational and 'cultural infrastructure' needs: we need to build a culture that uses the Internet to build our economy and strengthen our local communities.

The adoption of new Internet-based services will follow from the real needs of community members, young people, business leaders and organizations. New applications will gain wide usage when local leaders and community broadband champions lead the way in improving local communications and spearheading the use of network solutions of common local benefit. e-Vermont is unique in its key approach: it is based on building leadership capacity from the ground up through the development of e-Vermont Community Task Forces that champion and spearhead local usage. They will be directly supported by program partners with offerings that respond to and support myriad locally-defined goals. e-Vermont's partners are experts in community engagement and in encouraging communities to design and implement priority projects; towns will unite leadership to reach up to grasp new services, while project services reach down to answer local needs and support local champions. This way, results will be sustainable, valued, and integral to the real development needs of diverse communities and businesses in rural Vermont.

Efforts to stimulate broadband demand that have relied on top down approaches have failed around the country. Instead of going to newly connected rural communities and giving them a top-down platform of services they may not want or use, e-Vermont is designed to rally rural

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Vermont communities to take power and set directions to advance their economies and community life by seizing practical applications that work best for them. e-Vermont will offer a menu of e-services to each community and rally the e-champions to choose their own package and as volunteers work with us to advance local digital culture.

22. Sustainable Broadband Adoption Household Subscribers.

How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded? **9,600**

23. Sustainable Broadband Adoption Institutional Subscribers.

How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded? **150**

24. Sustainable Broadband Adoption Users of Public Access Facilities.

How many total **users** of broadband in public computer centers or **users** of broadband **outside the home** (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded? **22,800**

25. Sustainable Broadband Adoption Population Demographics.

Please refer to PCC – SBA Demographics section (Section E1- Question 17)

26. Sustainable Broadband Adoption People Trained/Educated.

If you intend to provide training or education, how many people **in total** will your program(s) reach? **1,860**

27. Sustainable Broadband Adoption - Scope of Training/Education Programs.

How many hours of training do you expect to provide *per person on average* for each participant in your training program(s), through completion of training for that individual? If you will offer multiple programs, provide estimates for each program. **6**

28. Sustainable Broadband Adoption Instructor Qualifications.

How many (FTE) instructors/facilitators will you employ for broadband and digital literacy training purposes, and what are their qualifications (training and experience)?

VCRD will hire the e-Vermont Project Director who will oversee all aspects of the implementation of the e-Vermont program. The Project Director will have a direct role in digital literacy training in some communities and will serve as a lead spokesperson in major statewide public relations, and so will serve as a high-altitude educator of digital literacy statewide.

Two Regional Community and Business Applications Educators will be hired by VCRD to work intensively with community groups and businesses to: lead community organizational efforts, staff community teams, and coordinate of all e-Vermont services. These staff will

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

report directly to the e-Vermont Project Director. As their roles will include community organizing, business consulting and applications education, they will have BA level education in appropriate fields, be experienced community facilitators, have a high level of technology experience and sophistication in Internet use that can be shared with emerging, small and potential growth businesses, and have general experience in digital literacy training. They will survey the needs of all relevant businesses and community groups and provide consultative services on digital solutions in each e-Vermont community.

SBDC will provide one FTE business training and development specialist to provide advanced Internet solutions training with businesses over the course of the 2-year project. This person will have a high degree of expertise and over 3 years of experience in business counseling and business plan design and implementation, plus specialist skills in technology and e-business development.

Front Porch Forum will employ one FTE on-line community manager to facilitate the on-line neighborhood forums it will host in the e-Vermont communities. Front Porch Forum is a Vermont-based social network that has become vitally important in connecting neighbor to neighbor to support and foster the civic life of our towns. More than 15,000 households currently subscribe.

Vermont State Colleges will hire college student interns to help lead basic training and utilize their broad pool of part-time faculty for more advanced training sessions for a total of approximately .5 FTE.

"Digital Wish" will advance the use of computers and on-line applications in participating schools through the program. It will hire 3 FTE BA–level positions with school and digital literacy experience to implement a platform of curricular development and teacher training to significantly boost Internet use in school culture and as a viral tactic to reach families throughout the community.

Snelling Center services will entail 1 FTE in educating statewide organizations and associations on best practice Internet uses to advance solutions to statewide categorical challenges ranging from public safety and municipal government uses to tourism promotion.

A total of 9.5 FTE staff will advance Internet education through e-Vermont.

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

29. Sustainable Broadband Adoption Equipment Purchased.

How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall? **1,310**

30. Sustainable Broadband Adoption Cost of Devices.

What is the total up-front cost of this equipment?   **1,321,377**

31. Sustainable Broadband Adoption Loan Program Participants.

If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?

Number of Households: 1,260
Number of Businesses:
Number of Institutions: 48

32. Sustainable Broadband Adoption Loan Cost to Borrower.

If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?

33. Sustainable Broadband Adoption Target Population, Awareness Campaign.

If you are conducting an awareness campaign, how many people do you expect your campaign will reach?
300,000

34. Sustainable Broadband Adoption Awareness Campaign Methods

Twenty Four Communities will be accepted as e-Vermont Communities—12 in Round One (the first year) and 12 more in Round Two. Towns will be selected by the e-Vermont Advisory Team made up of the project partners listed elsewhere in this grant. Selection will follow from media efforts (described below) with several key criteria. Towns will be selected by:

• Underserved communities, or those in currently un-served communities who will be receiving their first high –speed Internet access over the timeframe of the grant.
• Towns with historically low, or currently low adoption rates
• Towns that are challenged economically, have significant vulnerable populations, and demonstrate significant community needs that e-Vermont services can address
• Geographic distribution and diversity; e-Vermont will want to select towns of a variety of sizes from all parts of the state, with a range of challenges and opportunities
• Community Readiness: defined as having:
 o Committed local leadership—both municipal and with strong backing from social/cultural/service groups, clubs and local associations that want to move local broadband usage forward
 o Businesses that have expressed interest in advancing their operations, products, and

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID:** 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

marketing
  o School systems whose superintendent, principal and teachers are committed to modernizing their curriculum

To fully succeed, this project must carve out a clear identity to jumpstart media interest and public understanding both locally and statewide. Its goals and media messages will be simply stated and its leaders well versed in delivering a consistent message—whether in a public access TV studio, in blogs, or at a public meeting at the local senior center. A unified communication plan will incorporate systematic grassroots outreach methods for each community, and educational statewide messaging.

All outreach and awareness activities related to the e-Vermont Project at VCRD and its e-Vermont partners will be building and adhering to "e-Vermont" and ARRA funding as an immediately identifiable brand. This will grow in importance throughout the length of the project and help reinforce project impact and the links between its multiple components and implementing partners.

Specifically the campaign will develop a logo, media message, and communications plan in advance of launching a full-scale media campaign. The first phase will include a project kick-off involving the State's congressional delegation and the Governor to announce e-Vermont's goals and introduce its partners. This will also mark the initial effort to reach communities throughout Vermont and encourage their application to be one of the 24 selected communities and to stimulate a statewide competition for project services.

Vermont's small scale and rural nature makes it easy to get media attention, but add a significant challenge of reaching people who get their information from many decentralized sources. In addition to statewide multi-media action, it will be especially important for the project to systematically tap into the local social and organizational networks of civic clubs, town government, historical societies, schools, libraries and social services. VCRD has deep expertise and experience in driving such a campaign forward.

The project's public awareness campaign will be multi-dimensional, employing all available means including PSAs, local and regional news stories, regionally and statewide placed commentaries and human interest stories, program announcements, radio and TV news stories, press commentaries by public opinion leaders, radio and TV interviews, local public access TV

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

coverage, and a panoply of on-line communication tools.

Through VCRD's history of community development projects, it has built a track record for strong public relations campaigns around the creative economy, community development and statewide policy development efforts. VCRD has also established a strong base of partners ranging from grassroots contacts to statewide organizations and the highest reaches of state and federal government, business, and nonprofit leadership in Vermont. These relationships have been vitally important in our past outreach efforts and will play a key role in this project.

All e-Vermont stories, best practices and resources will also be shared through the central program website touted by all e-Vermont partners as the repository of active work moving forward and the best place for peer learning about online applications in Vermont.

e-Vermont VCRD staff will be responsible for building, overseeing, and completing an ongoing public information campaign; first, to build interest in the project and draw applications from communities throughout the state who wish to expand digital literacy and the benefits of e-community and e-commerce for their future. Then, as the program moves forward, project leaders will use the media to publicly celebrate the successes of each town and the best practices that can be shared town-to-town within the selected applicant pool. It will also use town successes as viral stimuli to inculcate the wide adoption of new on-line applications throughout Vermont.

Core VCRD project staff will lead communications efforts at ground level; VCRD will also contract for assistance in public relations platform development and campaign implementation to maximize project reach and impact and expand public understanding and use of best practices. Comcast, the lead cable company in Vermont, is donating free access to services in e-Vermont Communities and $39,000 of in kind support for the production of Public Service Announcements and purchased airtime to extend the reach of the campaign.

The awareness campaign will make the "e-Vermont" a household word in Vermont. We expect to reach over 300,000 people with news of this project.

35. Measuring Campaign Impact for Sustainable Broadband Adoption
Working with the Vermont Department of Public Service Telecom Planner, e-Vermont will use the best data available to baseline current adoption rates in each of the 24 selected

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID: 197**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

towns at the start of each year of the project and at its conclusion. Project success will be measured, in part, by the change in adoption rates and the number of new users in the served towns. e-Vermont is designed to expand these numbers exponentially with the goal of reaching an average of 60 percent take rates in targeted communities by the end of the 2 year grant period.

Some towns will be receiving local access to broadband for the first time. Adoption rates for initial offerings within these towns could range from 20 to 30 percent in the first year. The e-Vermont project will systematically boost community Internet usage and thereby double or triple the pre-initiative rates of adoption in these communities by the end of year two.

e-Vermont is designed to directly impact thousands of Vermonters, and indirectly impact many thousands more. In addition to broadband subscriber numbers, a primary early measure of the scope and impact of the campaign will be in public participation; later measures will include the practical impact of the project services and resources. This will be measured by the number of:

* total local e-Vermont website hits
* stories and media spots taken statewide
* applicant communities
* people attending public kick off meetings town to town
* businesses listed in applications, and then consulted and assisted
* civic, municipal, social service, low income advocacy, church, cultural, and other local committees that are supported by project staff and come to use new on line tools
* new digital tools used by groups in each town
* households subscribing to Front Porch Forum and putting this online service to work in their community
* children served in schools
* classes, symposia, and statewide conferences.
* users of computers in town libraries
* (to the extent possible) the number of business expansions, jobs created and business best estimates of bottom line results in increased income and efficiency savings

We will also track the variety of ways that categorical applications identified as best practices through work with particular towns are shared and become ubiquitous in answering similar needs in systematic ways statewide.

36. Sustainable Broadband Adoption Total Cost Per New Subscriber.

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID: 197**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user? **396.00**

F. Project Viability

Technical Viability

37. Technology Strategy
37 - A. Public Computer Center Technology Strategy

37 - B. Sustainable Broadband Adoption Technology Strategy

Libraries, schools, families, businesses and community/civic/municipal organizations are the key targets for stimulus in each of the 24 e-Vermont towns and will each be approached in major campaigns. The panoply of wrap around services offered to e-Vermont communities are designed to stimulate the community use of digital media in innumerable ways that can compound into true cultural change. By distributing free Dell netbooks computer packages to schools for take home use by 4th and 5th graders in e-Vermont communities we will reach new homes where computers and the Internet have previously been unknown. By providing teacher education, we can advance the culture of Internet usage systematically through the school and, through students, into families throughout the community. By introducing "Front Porch Forum" community on-line neighborhood forums, the program will build new reasons for residents to go on-line to share in neighborhood concerns and activities ranging from searching for babysitters, to promoting garage sales or discussing school issues or road conditions. By stimulating use by local government and civic groups, e-Vermont will expand governmental transparency, efficiency and opportunities for civic involvement especially for youth—even as it gives yet another part of the community reason to learn about and access on-line resources. By providing extensive business counseling, the project will help innumerable, small, rural businesses learn new ways to expand efficiencies and build their bottom line. It will also educate them into the self-perpetuating culture of exploration and innovation that on-line information can stimulate. By expanding the capacity of local libraries and encouraging on-line education and usage there, the project will reach another segment of the population who may not have the resources to afford a computer or connection at home, including citizens currently without employment. By reaching out to all local committees, clubs, teams, and churches, the local e-Vermont projects will be the "talk of the town" and as the project proceeds, much of the talk will go on-line.

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Paul Costello

Each part of the demand stimulation adds to the others to build an atmosphere of innovation, a sense that "this is an e-Vermont community--a town on the move!" This sense of momentum and excitement, while hard to quantify, will be a powerful impetus and reward to rural communities that have felt left out, on the wrong side of the digital divide, and have struggled to retain youth and to build the innovation economy so essential to their future success.

Another innovative feature of the e-Vermont design is the idea that the project will employ a systems approach to identifying best practices and how they can serve as viral agents to expand Internet usage and community and economic advancement statewide. With leadership from VCRD and the Snelling Center, e-Vermont will establish strong platforms to answer the common needs that are of major concern for all or many of the e-Vermont communities and that can lend themselves to the use of common software or common on-line applications statewide. We will be identifying and sharing applications and best on-line practices to expand effectiveness, efficiency and public benefits in the following categories:
-education
-public safety (fire, ambulance, police services)
-personal health and wellness and senior services
-municipal government
-social services
-supporting vulnerable populations
These best applications can then be shared horizontally among communities through direct town to town communications by project staff, by sharing with state and non-profit organizations and associations in special forums, in statewide conferences on expanding Vermont's digital progress, and in regional and categorical symposium on best on-line tools to serve the specific functions and needs of working groups in Vermont.

Organizational Capability

38. Management Team Resumes.
Please refer to upload section at the end of document.

39. Organizational Readiness
The Vermont Council on Rural Development (VCRD) will oversee and manage the work of the e-Vermont partnership. VCRD is the federally-recognized State Rural Development

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID:** 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Council charged by the Farm Bill to coordinate rural policy and program development in Vermont. The Council Board includes federal program heads in Vermont, Secretaries in state government, key Vermont business leaders (including IBM, and the founder of a leading VT Internet provider), staff liaisons to each VT Congressional Office, key non profit leaders of Community Action poverty programs, arts and educational programs, and regional and local leaders (see attached).

VCRD has been Vermont's leader in advocating for universal broadband service for 10 years. VCRD founded the first coordinative committee to unite state, federal and non-profit efforts to advance universal access; we briefed Governors, helped found the broadband grants program, and implemented 3 USDA RD grants to: 1. aggregate local demand and draw services to un-served towns, 2. build WiFi centers in downtowns in the underserved "Northeast Kingdom", build NEK Connect, to stimulate broadband usage in the northeast corner of the state. VCRD is Vermont's on-the-ground leader facilitating community efforts to gain and use broadband.

VCRD is a meditative leader for progressive policy and program development at the state level; and, at the local level, a community organizing agency that helps town residents rally together, set goals and implement projects to respond to priorities. VCRD has completed several major community organizing projects in the last couple of years: 1. Advancing value-added forest products through a seven-figure EDA grant. 2. The "Creative Communities Program", helped 12 towns and cities advance their 'creative economy' by stimulating innovative economic development. 3. The Council on the Future of Vermont in 2008 and 2009 has been the most significant analysis of the long term trends, challenges and public perceptions around the future of the state in the last 20 years. Over the past 15 years, VCRD has built strategic plans with over 30 Vermont communities. VCRD is ready to manage and oversee the partnership of the e-Vermont project.

Each e-Vermont Partner is the Vermont leader in their area of expertise and program delivery. The e-Vermont partners' leadership, reputations and capacity will bring tremendously boost community mobilization and produce unprecedented results. Project partners understand the lines of accountability and managerial oversight that have been established for project implementation. They are dedicated to blending services to leverage the greatest stimulus boost to served communities and to the state as a whole. The project design ensures structural, programmatic and fiscal accountability. The project budget provides the appropriate resources for VCRD to support e-Vermont Project Director and fiscal management staff to oversee and

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID: 197**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

manage project implementation.

40. Organizational Chart.

Please refer to upload section at the end of document.

Community Involvement

41. Key Partners

Vermont Council on Rural Development, Executive Director, Paul Costello, has convened Vermont policy partnerships toward the goal of universal broadband access since 2000, provided in-depth community development facilitation throughout Vermont for 15 years, and helped over 50 communities to assess broadband.

The Snelling Center, President Mark Snelling, has held successful statewide conversations on the use of broadband applications culminating in a recent "E-State Symposium," and "Leadership in a Connected Age," conference.

The Vermont Department of Libraries, State Librarian Martha Reid, and leaders in its 182 local library facilities provide free broadband access and applications in Vermont's population centers.

The Vermont State Colleges, Chancellor Tim Donovan, provide education and training aligned with critical state needs and educating the next generation of Vermont businesses and community leaders.

VT Small Business Development Centers (SBDCs) State Director, Lenae Quillen-Blume, provide direct business counseling for developing enterprises and have expertise in digital commerce.

Digital Wish, Executive Director, Heather Chirtea, will implement school modernization and advance digital curriculum as well as distribute and oversee education and training for Dell netbook computer packages for student and family use.

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Paul Costello

Front Porch Forum, Executive Director, Michael Wood-Lewis, has established dozens of successful social networks in Vermont communities and will set up and oversee social networking services for each e-Vermont Community.

The Evslin Family Foundation, President, Mary Evslin, has worked with all e-Vermont partners to develop program components and matching resources and serves as lead philanthropic investor in advancing the e-Vermont program.

In each community, digital champions from the municipality, schools, libraries, social services and civic and business groups will work through e-Vermont Community Task Forces to lead and drive local sustainable adoption.

These task forces are already forming. In advance of Sustainable Broadband Adoption funding, e-Vermont partners have made a public call for pre-applications from communities. To date, pre-applications document the interest of teams in 30 Vermont Communities. Each has included lists of civic, municipal, educational, social service, clubs and business partners who will rally locally to advance digital applications for social and economic benefit. e-Vermont will build a transformational movement with communities—relying on their leadership and providing resources that will rally all partners together. The project's success with each specific content area within these communities will leverage with all the others. This multiplier effect will profoundly advance community revitalization across the board.

42. Partnering with Disadvantaged Businesses

Since the e-Vermont project relies on community applications (which will call for lists of businesses in need of services), and will have local business face-to-face surveys in town, the project cannot produce full lists of the businesses to receive assistance. There is only one Section 8(a) registered business in Vermont. (Please see Number 11 above for more information). All business contacts through the course of the project will be tracked for actions, results, and the applicability of the criteria in the Small Business Act.

Ability to Start Promptly & Timeline

43. Project Timeline and Challenges
YEAR ONE

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID: 197**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

FIRST QUARTER
-VCRD Project Director & Staff Hiring; SBDC, Digital Wish (DW), Front Porch Forum (FPF) Staff Hiring; contracts for conferences & statewide categorical efforts
-Project staff training
-Public Relations Campaign, branding and media start up
-Community applications invitation through statewide media and networks
-Selection of the Round One 12 e-Vermont communities
-Development of the initial menus of appropriate Internet-based services and software to carry into discussions with each community as starting points
-DW assessment of school needs in Round One e-Vermont communities begun

SECOND QUARTER
-"e-Vermont Community Task Forces" of local organizations and leaders established in each of the Round One 12 e-Vermont Communities to lead local efforts
-Door to door survey of local business needs completed in each round One community
-Full assessment and inventory of the current Internet uses and needs of all significant social, cultural, health, public safety, municipal, civic, social service organizations, networks and committees by project staff in each of 12 Round One communities
-DW assessment of school status and needs completed and first teacher training and in-school offerings begun
-FPF neighborhood social network established in each of Round One e-Vermont Communities
-Assessment of needs for local digital literacy classes and interest in advanced or specialized applications training build and begin a plan for offerings
-Beginning implementation of digital literacy classes, presentations, tutorials, group consultations (on-going throughout the remainder of the project)
-Purchase and distribution of initial netbooks for 4th and 5th graders through DW
-Expansion of local library workstations and digital offerings
-Microsoft holds two regional symposia for teachers on website development and digital learning

THIRD QUARTER
-Media campaign shares story of success in each town, and of all e-Vermont towns
-VCRD staff, Vermont State Colleges and VT SBDC provide e-commerce and digital literacy support and training to businesses throughout the community
-VtSBDC works with businesses with special needs for in depth services to advance new applications, business models or help Internet startup efforts take off (and ongoing in each quarter)

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Paul Costello

-First regional symposium produced on key opportunities and tools for community and economic development (ranging from telemedicine to public safety)
-FPF offerings publicized, extended, and 'customers' guided in use
FOURTH QUARTER
-Media and Invitation for the Round Two: Selection of the final 12 communities
-First statewide e-Vermont conference
-Public relations campaign on the e-Vermont progress
-Direct services array continues with all Round One communities: Project staff advance innumerable applications to answer needs of community groups and businesses
-Evaluation of best practices, models, innovative tools and services that can be shared in presentations and conferences and specifically can address systems needs statewide for broad categorical uses, to meeting the communications and welfare needs of vulnerable populations
-Evaluation by e-Vermont Advisory Board of progress in the Round One 12 communities

YEAR TWO
FIRST QUARTER
-Follow up, monitoring, consultative support continues for Round One communities throughout the second year
-Media Releases on progress of Round One communities and announcement of Round Two participants
-DW assessment of school needs in 12 selected Round Two e-Vermont communities begun
-"e-Vermont Community Task Forces" of local organizations and leaders established in each of the 12 Round Two Communities
SECOND QUARTER
-Door to door survey of local business needs completed in each Round Two community
-Full assessment and inventory of the current Internet uses and needs of all significant social, cultural, health, public safety, municipal, civic, social service organizations
-DW assessment of school status and needs completed and first teacher training and in-school offerings begun (ongoing) and distributes netbooks
-FPF established in each of Round Two e-Vermont Communities
-Assessment of needs for local digital literacy classes and interest in advanced or specialized applications training assessed and a plan built to deliver offerings
-Beginning implementation of digital literacy classes, presentations, tutorials, group consultations (on-going throughout the remainder of the project)
-Microsoft holds two regional symposia for teachers on website development and digital

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization**: Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name**: Mr. Paul Costello

learning
THIRD QUARTER
-Media Campaign shares story of success in each town, and of all e-Vermont towns
-VCRD staff provide e-commerce and digital literacy support and training to businesses
-VtSBDC works with businesses with special needs for in depth services to advance new applications, business models or help Internet startup efforts take off (and ongoing in each quarter)
-Second year regional symposium produced on key opportunities and tools for community and economic development (ranging from telemedicine to public safety)
-FPF offerings publicized, extended, and 'customers' guided in use
FOURTH QUARTER
-Second statewide e-Vermont conference
-Public relations campaign on the e-Vermont progress
-Direct services array continues to Round Two 12 communities: Project staff advance innumerable applications and services to community groups and businesses
-Evaluation with each local e-Vermont Task Force from both Round One and Two on the accomplishments of e-Vermont for all the diverse sectors of their community
-Evaluation of best practices, models, innovative tools and applications that can be shared in presentations and conferences and specifically can address systems needs statewide for broad categorical uses ranging from telemedicine, to municipal and public services, to meeting the communications and welfare needs of vulnerable populations
-e-Vermont project Evaluation

44. Non-Infrastructure Projects - Licenses and Regulatory Approvals

45. Legal Opinion.
Please refer to upload section at the end of document.

G. Project Budget & Sustainability
Project Profile: Budget and Budget Narrative

46. Budget Narrative
[Figures in parentheses are as follows (Year One; Total)]
E-Vermont Core Staff and Operations: 798,000

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Paul Costello

e-Vermont Project Director: (93,000; 186,000)
Two Regional Community and Business Applications Educators: (138,000; 276,000)
VCRD Executive Director Supervision, Management, Communications (26,000; 52,000)
Office Management and Project Support (20,000; 40,000)
Fiscal Management (30,000; 60,000)
VCRD Staff Travel (13,000; 26,000)
Rent and Office Expenses (24,000; 48,000)
e-Vermont Website Development and Management (25,000; 30,000)
e-Vermont Public and Media Relations [Branding; Media messaging and placement
Communications campaign to share best practices and stimulate demand throughout VT]
(30,000; 60,000)
Miscellaneous Project Expenses Furniture, Materials, Set up Costs (12,000; 20,000)
Comcast Match for Service Costs and e-Vermont Marketing: 82,164 Match
Comcast donation of 30 free community locations for two years of free service (43,164)
Public Service Announcement development and airtime (39,000)
e-Vermont Project Development Costs: 47,767 (In-Kind Match: VCRD 20,250; Mary Evslin
20,853; DPS 6,664}

Dell Netbook Distribution: 689,195 (Plus 500,182 Match)
To purchase Dell Netbook computers packages with printers, cables and Microsoft XP and
Office Pro Plus software and warranties for free distribution to schools for use by all 4th and
5th grade youth in targeted towns. The E-Vermont will distribute 1,260 netbook computers
packages to stimulate family use.

Sub-Grants for Community Applications Fulfillment: 200,000
e-Vermont will spur the use of tens of thousands of new community and business on-line
applications. Most of these will be free and downloadable by project leaders. To purchase
software, subscriptions for on-line services, or special equipment as needed to fulfill town
goals, these sub-grants will be essential boosts to program capacity and accomplishment
(Grants to the 24 towns will be based on community-scale and local need but will range from
totals per community from $5,000 to $25,000 depending on these local needs and
circumstances.)

Front Porch Forum: 108,000 (Plus 27,000 Match)
Front Porch Forum (FPF) will build and host on-line neighborhood forums and social

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Mr. Paul Costello

networking tools for each of the 24 served communities. FPF catalyzes neighborhood conversation that builds community and dramatically increases civic engagement and also serves as an entry to innumerable addition tools for commerce, education, healthcare, public safety and other community priorities. FPF services in 24 towns will require $85,000 in staff, leadership and research, $30,000 for software, web and IT services, $12,000 for outreach, $8,000 for accounting, training and miscellaneous overhead costs. Of the $135,000 total costs for FPF services, FPF will contribute 20% through in-kind labor.

Vermont State Colleges: 60,000
To provide workshops and half day training sessions to spur broadband use in special populations (seniors, entrepreneurs, health workers, etc.) through schools, senior centers, libraries and other sites as appropriate to targeted E-Vermont Communities and contracted by project staff (an addition to digital literacy classes taught by core staff).

VT Small Business Development Center: 300,000
VT SBDC will hire a Broadband Director to work for e-Vermont and bring expertise in the business use of e-tools, e-commerce, internet applications,. to businesses through the 24 towns.

Digital Wish: 434,480 (Plus 257,024 Match)
Digital Wish (DW) will bring an unprecedented infusion of curriculum and professional development opportunities to each of the schools within selected towns for core e-Vermont services. In addition to 4 FTE positions dedicated to the project, through DW, schools will receive new digital equipment integral to curricular advancement (60,000), training resources (6,280), peer coaching (30,000), Microsoft Expression Software (240 copies x 799 retail=191,760) and supportive Microsoft-led regional symposia (4 at 700=2,800). DW will also oversee the distribution of netbooks through each participating school system. Match includes DW partners and 10,000 in kind from the VT Rural Partnership.

Snelling Center for Government: 200,000
The Snelling Center will lead in Symposia and Conference Development and Support (Regional sessions and annual statewide sessions, $100,000). Identifying appropriate 'vertical' off-the-shelf solutions to for statewide distribution (for systems like public safety, public health, etc. that can provide systems solutions for common challenges. The Snelling Center will provide statewide coordination for the distribution of best digital practices to stakeholder groups and associations, and through symposia and conferences, to all interested Vermonters.

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Coordinating Vertical Applications solutions, presenting them to leadership networks to advance best practices from e-Vermont communities as models for action by systems statewide ($100,000).

Local Library Resources: 96,000
To support the installation of equipment to enhance computer technology (including additional/upgraded computers and laptops, scanners, printers, software, tech support and staff training at $1,500 a work station X 2 [on average] per town= $72,000), and respond to local library needs in the 24 served communities (with a budget of $1,000 per community library=$24,0000 including automating catalogues, building websites, establishing e-newsletters, setting up WiFi hotspots, and support for subscription costs for on-line services available both in the library and remote (home, office).

TOTAL e-Vermont Expenses: 3,799,812
Less In Kind Match: 864,137
Total Cash Expenses: 2,935,675

Less Cash Match: 410,000
Total BTOP Federal Share: 2,525,675

Total e-Vermont Non-Federal Matching Resources: 1,274,137
Vermont Match as Percent of Total e-Vermont Expenses 33.53%

47. Non-Infrastructure Projects - Budget Reasonableness

All project expenses directly relate to services targeted toward the 24 communities at great need, and to the overall campaign to expand public understanding and use of applications throughout the state of Vermont. All entailed costs are essential to the systematic and wholesale delivery of services to stimulate demand from all points of the community compass in a way that will compound into a ubiquitous message and widespread momentum. All project expenses contribute to project viability and accountability. All project partners are dedicated to our common mission and all expenses have been examined from all sides to ensure that every dollar of federal resources is used in direct relation to the public purpose it was invested for: to stimulate demand and broadband take rates as a driver for rural service deployment. e-Vermont expenditures will do so and at the same time exponentially enhance hundreds of services,

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

community cohesion, and social, educational and economic progress for parts of the state in considerable need.

Staffing costs and expenses were determined by all partners through market analysis, evaluation of their existing staffing costs, and recognition of the functions of each position. Management and operational costs were determined based on similar community development activity in the state, and VCRD's experience in both local organizing, the roll out of broadband facilitation in rural Vermont, and experience in managing public relations campaigns, and major federal grant processes. The e-Vermont budget provides resources for each partnership activity, allows the project to work from the ground up—giving staff the ability to directly employ resources at the local level with some flexibility based on the needs and direction of the local e-Vermont Task Force leadership. The budgeted funds to communities (along with the professional services, facilitation, netbooks in schools, library computers) will deeply excite local residents (especially youth) desperate for a sense of progress in their communities. These funds will be well spent!

The e-Vermont project has been very strategic in its budgeting to consider how best to maximize impact in Vermont; it has chosen the number of communities based on the partnership's ability to provide 'wrap-around stimulus' to these chosen communities, and then build statewide momentum by systematically sharing success and all the new tools and applications. We believe that we can significantly change rural life in Vermont, ameliorate negative conditions, and seize new opportunities for community success—and share the story so that progress virally infiltrates all of rural Vermont.

48. Demonstration of Financial Need

None of the e-Vermont Partners have the capacity to fulfill their parts of the e-Vermont Community Broadband project with existing resources. Nothing at this scale or with this level of partnership has been advanced in Vermont, and it could not happen without ARRA funding. The Vermont Council on Rural Development (VCRD), e-Vermont project manager, has attached year-end financials for 2007 and 2008 and pasted below is our current year budget; clearly VCRD, and Vermont, lacks the ability to act at this scale and with this capacity for success without federal leadership.

Current VCRD 2009 Budget

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID:** 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Renevues (Total 396,261):
Federal grants: 64,640
Foundation grants: 183,647
Private contributions: 61,974
State support: 47,500
Membership dues: 20,000
Registration fees: 13,500
Other income: 5,000
Expenses (Total 456,315):
Salaries and benefits: 233,498
Contract labor: 45,000
Subrecipients: 24,000
Board expenses: 500
Grant expenses: 500
Meeting food: 12,047
Meeting rental: 12,750
Other projects: 17,000
Travel: 8,900
National meeting: 1,000
Printing: 54,000
Financial and legal services: 8,000
Office, other: 18,130
Rent: 14,490
Miscellaneous: 6,500

49. Historical Financial Statements.
Please refer to upload section at the end of document.

Project Profile: Long Term Sustainability

50. Sustainability.
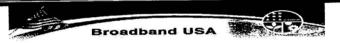**51 - A. Public Computer Center Sustainability**

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

51 - B. Sustainable Broadband Adoption Sustainability

Families who have decided that have purchased equipment, learned to use it, gotten over fears, and gotten used to all that the Internet offers will continue to purchase subscriptions. The goal of this grant is to help them get over the initial hurdles.

e-Vermont is designed to stimulate, not to become a long term bureaucracy. Specific program efforts begun under the e-Vermont stimulus initiative will survive, grow and provide services in the future. Front Porch Forum is a for-profit company whose services will continue with the goal over the next few years of being a ubiquitous statewide network of community forums. The VT SBDC will continue to find funding for their new position in e-commerce training and business support that this stimulus application begins. Digital Wish has a strategic plan to provide school modernization services to districts throughout Vermont. They anticipate that this stimulus will jumpstart their expansion and model success that will attract interest and expansion throughout the state. The teachers who have received extensive training and seen the success of their students will serve as resources within the school system and as consultants to their peers. The equipment that the schools have acquired will be available for future classes. Public use of Internet through libraries will be dramatically expanded; the stimulus program will serve as the lever for a major transformation and modernization of local and statewide library services that will be sustained long after project completion. VCRD community organizing and applications education specialist roles aim to stimulate people in communities to use a myriad of new applications with the goal of building sustainable usage, but these positions will not be sustainable beyond the grant period.

The entire e-Vermont project is designed to stimulate local community residents and businesses to use the Internet to address myriad needs and opportunities, not from top down program offerings. As a result, each element adopted by the community will be integrated with all the diverse needs of the community. These adoptions will be sustained because of their usefulness. Sustainable use (and high adoption rates) will follow from the ability of our team to demonstrate new on-line resources and uses, for fun, education, communications and profit, that people will want to continue to use. If we are successful in teaching local residents to find their own applications, to research on-line, to connect, then they will become explorers of the Internet, members of the digital culture, and the process of searching out new tools and communicating through the Internet will be self perpetuating.

Submitted Date: 8/17/2009 1:47:20 PM	**Easygrants ID: 197**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Project Profile: Outside Leverage

51. Matching Funds.
Please refer to upload section at the end of document.

52. Unjust Enrichment
Not Applicable

53. Disclosure of Federal and/or State Funding Sources
The e-Vermont community broadband stimulus project is not seeking any other state or federal funding or any Universal Service Funds.

That said, the e-Vermont project will partner will all positive forces in the State of Vermont who share the common mission of universal and affordable broadband access and the full realization of all the potential of the new medium for social, educational, and economic development in rural Vermont.

e-Vermont is working closely with the Vermont Department of Libraries and State Colleges and supports their Public Computing Centers grant application that will enhance public computing capability in selected public libraries around the state, and will provide extensive computer training for the public. This Sustainable Adoption grant will work hand in hand with the Vermont application for funds to build Public Computing Centers but not duplicate its activities in any way. Stimulus funds used in this Sustainable Broadband Adoption Grant will help smaller libraries in the 24 served communities significantly boost their use of the Internet, their ability to reach and help vulnerable populations in rural Vermont just gaining broadband access and to stimulate use that will be self-perpetuating, and economically rewarding.

54. Buy American.
Is the applicant seeking an individual waiver of the Buy American provision?
No

Buy American Waiver Request Explanation

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

H. DOC Environmental Checklist

55. SECTION 1 – Please refer to upload section at the end of document.

I. Compliance and Certification

56. Certification and signature.

Please refer to upload section at the end of the document.

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

Uploads

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

Upload Name
02. Q24 PCC; Q29 SBA - Management Team Resumes
03. Q26 PCC; Q31 SBA - Organization Chart
06. Q35 PCC; Q40 SBA - Historical Financial Statem
08. Environmental Checklist
09. Compliance and Certifications*
10. CD-511 Certification - Lobbying, Upper Tier*
11. CD-512 Certification - Lobbying, Lower Tier
12. SF-424A Budget Information Non-Construction**
13. SF-424B Assurances Non-Construction
16. SF-LLL Disclosure of Lobbying Activities*
17. Legal Opinion*

Submitted Date: 8/17/2009 1:47:20 PM	Easygrants ID: 197
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Vermont Council on Rural Development
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Mr. Paul Costello

18. Authentication*
19. Supplemental Information 1
19. Supplemental Information 1
19. Supplemental Information 1
19. Supplemental Information 1
19. Supplemental Information 1

To preserve the integrity of the uploaded document, headers, footers and page numbers have not been added by the system