



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

Submitted Date: 5/13/2010 2:18:50 PM	Easygrants ID: 6927
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: ECONOMIC AND COMMUNITY AFFAIRS, ALABAMA DEPARTMENT OF
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Ms. Jessica Lynn Dent

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	062620604
CCR # (CAGE)	3M8C0
Legal Business Name	ECONOMIC AND COMMUNITY AFFAIRS, ALABAMA DEPARTMENT OF
Point of Contact (POC)	TAMMY ROLLING 3342425667 Ext. tammy.rolling@adeca.alabama.gov
Alternate POC	TAMMY ROLLING 3342425667 Ext. Tammy.Rolling@adeca.alabama.gov
Electronic Business POC	TAMMY ROLLING 3342425667 Ext. Tammy.Rolling@adeca.alabama.gov
Alternate Electronic Business POC	TAMMY ROLLING 3342425667 Ext. Tammy.Rolling@adeca.alabama.gov

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



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Last Name	Dent
Suffix	
Telephone Number	334-353-5682
Fax Number	334-242-5099
Email	jessica.dent@adeca.alabama.gov
Title	Director, Alabama Broadband Initiative

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Ms. Tammy , Rolling	3342425667	tammy.rolling@ adeca.alabama.g ov

4. Other Required Identification Numbers

Easygrants ID	6927
Funding Opportunity Number	500001
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



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6. Authorized Organizational Representative	
AOR	ROLLING, TAMMY
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: Connecting Alabama: Boosting Broadband to Bridge the Digital Divide

Project Description: Alabama will bridge the digital divide by developing and delivering awareness campaigns and interactive training modules to boost broadband subscribership in underserved communities. The initiative will educate and train end-users in the social and economic benefits and practical applications of broadband and will foster a climate that continues to promote supply where there is demand.

8. Other Applications

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

➤ Yes

Easygrants ID	Project Title
7307	Connecting Alabama: ASAP!
6932	Alabama Rural Action Commission: PC2U
0	State Broadband Data & Development Program (SBDDP)

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

Connecting Alabama is a multi-year initiative promoting the availability and adoption of broadband Internet access throughout the state of Alabama. Launched as a state-funded program under Governor Riley’s administration in late 2008, the project recently won additional Federal



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grant funding through the National Telecommunications and Information Administration’s “State Broadband Data & Development Program (SBDDP)”. Beginning anew in November 2009, the program is designed to identify and ultimately fill gaps in broadband access – leading to enhancements in online education, healthcare, public safety, agriculture, tourism, and more.

Through the SBDDP grant, Alabama identified vulnerable population areas that do not have broadband access or have limited access. The grant will develop strategic technology growth plans applicable to all 67 Alabama counties. These plans will be developed regionally utilizing the Alabama Rural Action Commission project areas, which will provide grassroots planning, advocacy, engineering analyses, communications, and project management. The SBA application, “Connecting Alabama: Boosting Broadband to Bridge the Digital Divide,” will support the Alabama Broadband Initiative’s plan of action and the SBDDP Grant by providing education, awareness, training, access, and support to vulnerable population groups throughout Alabama. By partnering with Alabama’s County Extension Coordinators in each of its 67 counties, this project’s success is assured by the success other parts of rural America have already seen as a result of Extension’s broadband outreach and education.

This project will also coincide with the Public Computing Center Grant being submitted by the Alabama Department of Economic and Community Affairs in partnership with the Central Alabama Regional Planning and Development Commission and the Montgomery City/County Library; the project title is "Alabama Rural Action Commission: PC2U" (EGID 6932). This project will provide additional technology centers to deliver training and provide access to vulnerable populations who do not currently have broadband access. With the development of the computer centers, we will be able to increase the number of individuals trained, and the SBA project will increase demand for broadband access and thus increase the usage of public computing centers.

An even stronger collaboration exists between this Connecting Alabama: Boosting Broadband to Bridge the Digital Divide proposal and the second round Connecting Alabama: ASAP! proposal (EGID 7307). The ASAP! project will create an ubiquitous Middle Mile network that enables the extension of high-speed Internet access to all parts of Alabama. This will support our efforts to increase broadband usage and subscribership by decreasing overall costs to the consumer and supporting long-term increases in broadband demand.

These projects support one another but are NOT dependent on each other for success.



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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

B. Executive Summary, Project Purpose and Benefits

Essay Question

10. Executive Summary of the proposed project:

Problem Statement:

AL currently ranks 49th in the US in percent of individuals living in households with Internet access (61.7%; US Census, Oct 2009). Most of Alabama's larger communities are well-positioned to adopt high-speed telecommunications technologies. Residents of Alabama's rural communities and its most vulnerable populations are not in this position. Because of lower levels of educational attainment, and economic, social and physical isolation, AL's rural areas are exactly the places where broadband is most needed. Likewise, its most vulnerable populations (individuals who possess communications barriers due to disabilities or language, those who have been disenfranchised from economic resources, those who lack transportation options due to age or health, and individuals with limited incomes) have the most to gain from the adoption of broadband.

Innovative Approach, Key Partners, Service Areas and Qualifications:



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This initiative will address this digital divide by boosting broadband demand, usage, and subscribership throughout the state, especially among AL’s rural and most vulnerable populations.

The Alabama Department of Economic & Community Affairs (ADECA) / Connecting Alabama will provide overall project administration and state-level project marketing.

The Economic & Community Development Institute (ECDI, a partnership of Auburn University and the Alabama Cooperative Extension System- ACES) will develop 10 training modules and coordinate delivery of sessions. Training facilities include: various locations throughout AL utilizing ACES’s existing mobile computer lab (22 laptops) with wireless Internet access (via a satellite trailer with mobile wireless air card); 19 community college facilities (representing 6 colleges); 26 ESL facilities; 8 Alabama Institute for Deaf and Blind (AIDB) facilities (fully accessible to support computer needs of the world's most comprehensive education, rehab and employment system serving children and adults who are deaf, blind and multidisabled); and facilities on Poarch Band of Creek Indians (AL’s only federally-recognized Indian tribe) land. ACES, community college, and AIDB IT staff will provide on-site IT support.

ECDI’s 67 County Extension Coordinators (CECs) will deliver at least 3 training modules/year to target audiences to boost local broadband usage, demand and subscribership in AL’s 67 counties, and their individual County Extension Advisory Boards (CEABs; leaders of community anchor institutions - CAIs - in each county) will advise local broadband training and awareness efforts and help select training modules to match local human, community and economic development needs. CECs will also deliver ESL training in 26 counties where ACES currently has ESL programs. The Extension program based at Alabama A&M University, a historically-black university, will also support ACES efforts.

The BEACON Consortium of the AL Community College System (comprised of Beville State, Bishop State, Central Alabama, Faulkner State, Snead State and Trenholm State Technical College) will provide local and regional awareness campaigns and project marketing support and computer-equipped training sites. Two of these colleges (representing 6 campuses) are historically-black colleges.



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A partnership with AIDB will extend accessible training to the Institute’s regular trainees and other disabled members of the public at-large. AIDB experts will serve in an advisory capacity to ensure training is accessible to target populations. AIDB staff will also deliver (or assist with) accessible training offered at the Institute’s 8 regional training locations.

Additional partners in the project, assisting through in-kind third party contributions, include: AL’s 22 Community Action Agencies (part of the AL Community Service Block Grant program); the Alabama Community Leadership Network (ACLN) representing 80 local adult and youth leadership development programs throughout AL; the Poarch Band of Creek Indians and Creek Indian Enterprises; the Alabama Rural Action Commission (ARAC); the Hispanic Interest Coalition of Alabama; and Alabama AARP.

The Community Action Agencies, AIDB, the Poarch Creek Indians, HICA, ACES, Alabama AARP and ACLN will provide marketing and promotion of broadband usage to; identification and outreach to; and opportunities for partners to provide targeted training to support broadband adoption among: low-income, disabled, Native American, Hispanic, ESL, senior citizen and youth (respectively) vulnerable populations throughout AL.

ARAC will provide targeted marketing for broadband awareness and training activities utilizing its Healthcare, Education, and Economic Development Committees and serve as an outreach entity to AL’s rural communities. ACLN will provide broadband guidance to community leaders and provide the initiative with feedback from community leadership groups.

While entities in other states have individually led the charge to increase broadband awareness, usage, demand and subscribership, and smaller-scale efforts have been championed by local community-based entities, the proposed initiative allows for a more sustainable training and awareness effort that is broad in scope yet targeted to key vulnerable populations and communities who represent potential growth markets for broadband services. It strategically engages 3 key statewide community, workforce, and economic development entities; 7 statewide networks serving rural and vulnerable populations; and 425 unique, targeted, and local CAIs to create a comprehensive support base. Further, it leverages diverse strengths of existing and uniquely-qualified statewide networks of expertise in: community / economic development; civic engagement; workforce development and adult education; local training delivery; accessible training design / technology; outreach to AL’s most vulnerable communities; and Extension IT – allowing for more effective and impactful leveraging of limited state and federal resources.



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Further, while other awareness campaigns tend to be broad, local OR targeted, the proposed project includes a statewide awareness campaign sponsored by the Governor’s office to boost statewide awareness of the benefits of broadband and subscribership, accompanied by 8 targeted regional campaigns and efforts by partner entities to engage vulnerable populations and emphasize relevant broadband applications and address the needs of CAIs and job creation and training entities; each targeted campaign will be consistent with the statewide campaign. In addition, while most existing broadband training programs are static in nature, the proposed program is dynamic and will be continually updated based on feedback from a network of existing ties to 425 CAIs, representing all of AL’s 67 counties; in addition, material can be easily-tailored to meet local needs and leverage locally-available assets. Finally, rather than taking a “one-size-fits-all” approach, this initiative is built upon existing local assets. It uses trusted CECs as trainers and project facilitators, who will remain in the community and continue to champion the program after grant funds are gone, to ensure local assets, resources and institutions are engaged to support sustainable broadband adoption. It will be championed by CECs, CEABs and other partners in a network of 425 CAIs who have intimate knowledge of communities and connections to existing assets.

Subscribership, Jobs Created / Saved, Reach, and Budget:

Project partners will undertake collaborative and strategic efforts to help boost AL’s current 61.7% subscribership rate to 70.0% by the end of the project period (Sept 30, 2012), with ~ 29.7% of this growth being a direct result of stimulus-funded efforts to increase broadband subscribership. This increase in the broadband subscribership growth rate translates into a projected increase of 109,551 new (sustainable) broadband subscribers (or an estimated 46,029 household subscriptions) over the 2-year period and a projected increase in annual broadband subscription sales of \$30,738,167, which translates into a total increase of 349 jobs for AL’s residents.

A total match of 49.5% (representing a collective contribution of \$1,158,978 by project partners) makes this a wise investment of federal resources. While the total cost/new subscriber of \$27.56 is reasonable, the actual federal request of \$13.91/new subscriber is an exceptional investment. In terms of the requested amount of \$1,181,348, this translates into a federal investment of only



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\$3,385/job. ECDI, the Community College System’s BEACON Consortium and AIDB will collectively contribute matching contributions of \$1,158,978.

Project awareness campaigns will reach an estimated 1,512,500 Alabamians per year, and training programs will reach 11,500 potential new broadband subscribers.

11. Project purpose:

OVERVIEW: Most of AL’s larger communities are well-positioned to adopt high-speed telecommunications technologies. Residents of AL’s rural communities and its most vulnerable populations are not in this position. Because of lower levels of educational attainment, and economic, social and physical isolation, AL’s rural areas are exactly the places where broadband is most needed. Likewise, its most vulnerable populations (individuals who possess communications barriers due to disabilities or language, those who have been disenfranchised from economic resources, those who lack transportation options due to age or health and individuals with limited incomes) have the most to gain from the adoption of broadband. Yet, these same rural and vulnerable populations are the least likely to be broadband adopters. Project partners will develop and deliver public awareness campaigns and education modules to meet the needs of AL’s most vulnerable populations. These efforts will build the capacity of local residents, while boosting broadband demand, adoption and subscribership. The use of trusted local County Extension Coordinators (CECs) as trainers and facilitators, who will remain in the community and continue to champion the program after the project ends, will provide critical support for sustainable broadband usage, adoption and subscribership. This project addresses statutory purposes c, d, and e. Combined with the \$1.9M in Round 1 funding that AL received from SBDD ARRA funds, it addresses each of BTOP’s 5 statutory purposes. SBDD funding enabled AL to address its broadband supply challenges and achieve the access-related goals outlined in statutory purposes a, b and d. These efforts provided a foundation upon which the state can build this corresponding “demand” (i.e., adoption and subscribership) initiative and ensure that education, awareness and training efforts are targeted to increase broadband adoption, usage and demand among vulnerable population groups who have underutilized broadband.

STATUTORY PURPOSE C: Each of AL’s 67 counties has a County Extension Advisory Board (CEAB), which includes leaders of community anchor institutions. CEABs will serve in an advisory capacity to support local broadband training and awareness and help select the training modules that best meet local needs. The boards represent: schools, housing projects, libraries,



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hospitals and clinics, emergency management authorities, corrections and public safety departments, community colleges, entities supporting low-income individuals and less-abled populations, seniors, local development organizations, county commissions, city councils, and other community service entities. Each of these connections to local anchor institutions is long-term and will contribute to the adoption of broadband after the grant ends.

This initiative will include a statewide campaign sponsored by the Governor's office to boost statewide awareness of the benefits of broadband subscribership and its practical applications. This statewide campaign will be accompanied by local awareness campaigns sponsored by 6 community colleges. The local campaigns will be targeted to meet the needs of community anchor institutions, vulnerable populations and job creation and training entities.

The following training modules will be developed by ECDI and Connecting AL, and implemented according to local needs in each county (as advised by CEABs and informed by regional broadband plans) and offered by AL's 67 CECs, with technical assistance provided by ACES' professional IT support staff: Introduction to Broadband 101, eCommerce, ePublic Safety, eHome, eWorkforce, eCommunity, eLearning, eHealth, eGovernment, and eGlobal. Each module contains 2-3 hands-on training sessions customized to meet local needs, accompanied by training guides, presentations, videos, references and facilitation tools.

The project places special emphasis on the state's federally-designated development areas, including state Enterprise Zones, SBA HUB Zones and Federal Renewal Communities. In Jan 2010, the 41 counties included in these zones have an average unemployment rate of 15.7% (Jan 2010 LMI), and their average 2008 county poverty rate was 22% (US Census, Nov 2009).

Through strategic partnerships with the Alabama Institute for the Deaf and Blind (AIDB), the Hispanic Interest Coalition of Alabama (HICA), the Alabama AARP, the Poarch Band of Creek Indians (AL's only federally-recognized Indian tribe), and AL's 22 Community Action Agencies, we will design and deliver training modules to improve the quality of life and economic opportunities of the populations who they serve, each of which is identified as a vulnerable population in the BTOP NOFA. Eight AIDB regional centers will tailor training for special needs participants.

STATUTORY PURPOSE D: We will deliver a module aimed at increasing broadband usage among public safety agencies so that AL's first responders have access to critical on-the-ground data and the ability to share information between agencies in order to make AL a safer place to live and work.

STATUTORY PURPOSE E: AL ranks 49th in the US in percent of individuals living in households with Internet access (61.7%; US Census, Oct 2009). We anticipate this subscribership rate will increase to 70.0% by the end of the project period (Sept 30, 2012) and



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that ~ 29.7% of this growth will be a direct result of stimulus-funded efforts to increase broadband subscribership. This increase in the broadband subscribership growth rate (representing a projected 1.9 percentage point increase from the 2007-09 broadband growth of 6.4%) translates into a projected increase of 109,551 new broadband subscribers (or an ~ 46,029 household subscriptions) over the 2-year period and a projected increase in annual broadband subscription sales of \$30,738,167, which translates into a total increase of 349 jobs for AL residents (computed using EMSI multipliers; computations in section 12).

12. Recovery Act and Other Governmental Collaboration:

The mandated function of ADECA is to provide the governor with a mechanism to “encourage comprehensive and coordinated planning and programming of economic and community affairs.” (Code of AL 1975, Section 41-23-4 [b]). It is one of the major state agencies responsible for performing the Economic Development function of AL government. In keeping with Governor Riley’s mandate, ADECA is committed to carrying out its responsibilities under the ARRA with full transparency and accountability. The following webpage includes an overview of each grant program, including monthly reports containing job creation and retention numbers, funding amounts, expenditures and other data specific to each program:
<http://www.adeca.alabama.gov/C5/Stimulus/default.aspx>. The Appalachian Regional Commission and Delta Regional Authority are among the many Federal grant programs administered solely by ADECA for the State of AL.

The State has received a State Broadband Data and Development grant for \$1.9 million. Funding under the SBDD assisted with the development of the plan of action for which the Alabama Broadband Initiative will fulfill its mission to extend the benefits of advanced broadband technology to every community in the state through collaborative partnerships with governmental and private sector stakeholders. Through this grant Alabama will have identified the areas in Alabama that are unserved or underserved by broadband networks and will have developed eight regional strategic technology implementation plans. The needs of each area will be identified and plans of action developed.

Administering Internal Operations. A significant portion of the agency’s work includes general administrative, financial, and personnel activities performed to support the programmatic areas of the agency including:



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US DEPARTMENT OF COMMERCE: Economic Development-Support for Planning Organizations

US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT: Community Development Block Grants/State's Program, Emergency Shelter Grants Program, Housing Opportunities for Persons with AIDS

US DEPARTMENT OF INTERIOR: National Park Service; Outdoor Recreation-Acquisition, Development and Planning

US DEPARTMENT OF JUSTICE: Prisoner Re-entry Initiative Demonstration (Offender Re-entry), Juvenile Accountability Incentive Block Grants, Edward Byrne Memorial Formula Grant Program, Violence Against Women Formula Grants, Grants to Encourage Arrest Policies and Enforcement of Protection Orders, Local Law Enforcement Block Grant Program, Public Safety Partnership and Community Policing Grants, Protecting Inmates and Safeguarding Communities Discretionary Grant Program, Edward Byrne Memorial Justice Assistance Grant Program

US DEPARTMENT OF LABOR: Workforce Investment Act, Dislocated Workers, Work Incentive Grants, Disability Employment Policy Development

The 2006-07 and 2007-08 funding to ADECA for each of these programs is detailed in the attached 2006-08 ADECA Annual Report.

13. Technology Strategy:

The attached map of project training facilities by type/technology in relation to AL county unemployment and state/federally-designated economic development areas visually illustrates the technology strategy. ECDI will develop 10 training modules and coordinate delivery of sessions through the Alabama Cooperative Extension System (ACES) and other project partners. Training facilities include: various locations throughout AL utilizing ACES' existing mobile computer lab (22 laptops) with wireless Internet access (via a satellite trailer with mobile wireless air card), 19 community college facilities (representing 6 colleges), 26 ESL facilities, 8 AL Institute for the Deaf and Blind (AIDB) facilities (fully accessible to support computer needs of the world's most comprehensive education, rehab and employment system serving children



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and adults who are deaf, blind and multidisabled) and facilities on Poarch Band of Creek Indians land. ACES, community colleges and AIDB IT staff will provide on-site IT support. Connecting Alabama will conduct a forum in each of AL's 8 broadband regions to identify barriers to sustainable broadband adoption. Info gleaned from these sessions will guide content development of the training modules, each of which will contain 2 to 3 2-hour hands-on training sessions, accompanied by training guides, presentations, videos, references and facilitation tools. Before launching modules, ECDI will hold 8 regional train-the-trainer workshops for County Extension Coordinators (CECs), college consortium members and AIDB staff. Members of AL's 67 County Extension Advisory Boards (leaders of community anchor institutions in each county) will advise local broadband training and awareness efforts and help select training modules to match local human, community and economic development needs. Each CEC will deliver at least 3 modules/yr. to target audiences to boost local broadband usage, demand and subscribership.

The Governor's office will also launch a broad statewide multimedia awareness campaign (patterned after its successful Career Ready campaign) to boost awareness of practical applications and benefits of broadband usage and subscribership. This will be accompanied by local and regional targeted multimedia awareness campaigns developed by marketing departments at the 6 community colleges.

The use of CECs as trainers, who will remain in the community and champion the program after grant funds are gone, and the establishment of a strong statewide network of enduring entities, provides sustainability. It ensures all assets, resources and institutions are engaged to support sustainable broadband adoption and fosters trust from individuals in underserved areas who may not trust "outsiders" promoting the use of new technologies. Similar opportunities are available in other states as partnerships through university-based Extension systems and statewide networks and could be replicated as a model for sustainable broadband adoption.

14. Innovative Approach:

A table comparing Conventional Approaches (CA) to the Connecting AL Approach (CAA) is included as Attachment A.

CHAMPION/SPONSOR AND SCOPE: CA- Statewide OR community-based. Other state government entities and university, Extension and community college systems have individually led the charge to increase broadband awareness, usage, demand and subscribership, OR it has been championed by one or very few local community entities.



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CAA- Statewide AND community-based. Strategically engages 10 key statewide and over 425 state/local individually-unique entities to create a comprehensive (collectively-complete) partnership. Allows for more sustainable training and awareness efforts, broad in scope yet targeted to key vulnerable populations and communities. Leverages diverse strengths of uniquely-qualified statewide networks of expertise in: community/economic development; civic engagement; workforce development/adult education; local training delivery; accessible training design/technology; outreach to AL's most vulnerable communities; and Extension IT.

BASIS: CA- Interest-based

CAA- Research and Outcome-based. Targeted outreach, design and delivery to vulnerable populations informed by AL communities and 2010 FCC research on non-adopters.

AWARENESS CAMPAIGN: CA- Broad, local OR targeted

CAA- Broad, local AND targeted. Statewide awareness campaign, accompanied by 8 targeted regional campaigns and efforts to engage vulnerable populations and emphasize relevant broadband applications. Regional/local campaigns will be consistent with the statewide campaign.

TRAINING CONTENT: CA- Static in Nature; may become outdated/irrelevant as technology and human, community and economic development needs change; either focuses only on unique local needs/assets and is limited in applicability or is not customized to meet local needs or leverage unique assets.

CAA- Dynamic in Nature; continually updated based on feedback from a network of existing ties to 425 community anchor institutions (CAIs), representing all of AL's 67 counties; material can be tailored to meet local needs and leverage local assets.

APPROACH: CA- "One size fits all" statewide needs-based approach.

CAA- Asset-based. Uses trusted County Extension Coordinators (CECs) as trainers and facilitators to ensure local assets, resources and institutions are continually engaged (beyond the grant term) to support sustainable broadband adoption. Championed by CECs, County Extension Advisory Boards and other partners in a network of 425 CAIs with intimate knowledge of communities and connections to existing assets.

Similar opportunities are available as partnerships through other university-based Extension systems and localized statewide networks throughout the US and could be successfully replicated



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as a best practice and model for sustainable broadband in other states. This approach is especially important in areas where the introduction of new technologies is vital to progress.

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

- No

16. Is the applicant delinquent on any federal debt?

- No

If Yes, justification for delinquency:

- .

17. 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

18. 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: Dent, Jessica
Email: jessica.dent@adeca.alabama.gov
Address 1: 401 Adams Avenue, Suite 580
Address 2: P.O. Box 5690
Address 3:
City: Montgomery
State: Alabama
Zip Code: 36104
Organization: Connecting Alabama
Organization Type: State or State Agency
Small business: No



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Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Ms. Jessica Lynn Dent

<p>Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Sumners, Joe Email: sumneja@auburn.edu Address 1: 214 Extension Hall Address 2: Address 3: City: Auburn State: Alabama Zip Code: 36849 Organization: Economic & Community Development Institute (Auburn University & Extension) Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Steele, Kandis Email: kandis.steele@dpe.edu Address 1: P.O. Box 302130 Address 2: Address 3: City: Montgomery State: Alabama Zip Code: 36130 Organization: Alabama Community College System Organization Type: State or State Agency Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor Name: Rolin, Buford Email: tlancaster@poarchcreekindians-nsn.gov Address 1: 5811 Jack Springs Road Address 2: Address 3: City: Atmore State: Alabama Zip Code: 36502 Organization: Poarch Band of Creek Indians Organization Type: Indian Tribe</p>



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<p>Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor Name: Rubio, Isabel Email: irubio@hispanicinterest.org Address 1: 260F West Valley Avenue Address 2: Address 3: City: Birmingham State: Alabama Zip Code: 35219 Organization: Hispanic Interest Coalition of Alabama Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Graham, Terry Email: graham.terry@aidb.state.al.us Address 1: PO Box 698 Address 2: Address 3: City: Talladega State: Alabama Zip Code: 35161 Organization: Alabama Institute for Deaf and Blind Organization Type: State or State Agency Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor Name: Martin, James Email: ejackson@pci-nsn.gov Address 1: 100 Brookwood Road Address 2: Address 3: City: Atmore State: Alabama Zip Code: 36502 Organization: Creek Indian Enterprises Development Authority</p>



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<p>Organization Type: Indian Tribe Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor Name: Menefee, Arturo Email: menefas@auburn.edu Address 1: 210 Extension Hall Address 2: Address 3: City: Auburn State: Alabama Zip Code: 36849 Organization: Alabama Community Leadership Network Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor Name: Carter, Joan Email: jcarter@aarp.org Address 1: 201 Monroe Street, Ste. 1880 Address 2: Address 3: City: Montgomery State: Alabama Zip Code: 36104 Organization: AARP Organization Type: Non-profit Association Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor Name: Dial, Gerald Email: gerald.dial@adeca.alabama.gov Address 1: PO Box 5690 Address 2: Address 3: City: Montgomery State: Alabama Zip Code: 36103</p>



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<p>Organization: Alabama Rural Action Commission Organization Type: State or State Agency Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor Name: Whitehead, Willie Email: willie.whitehead@adeca.alabama.gov Address 1: 401 Adams Avenue, Suite 338 Address 2: Address 3: City: Montgomery State: Alabama Zip Code: 36130 Organization: Alabama Community Services Block Grant Programs Organization Type: State or State Agency Small business: No Socially and economically disadvantaged small business concern: No</p>

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

The proposed initiative will involve 4 major partner organizations: the Alabama Department of Economic and Community Affairs (ADECA)/Connecting Alabama, the sub-recipient applicant organization; the Economic & Community Development Institute (ECDI; Auburn University and the Alabama Cooperative Extension System-ACES), a project contracting organization; the Alabama Community College System (through the 6-member BEACON Consortium of 2-year colleges and 19 campuses), a project contracting organization; and the Alabama Institute for Deaf and Blind (AIDB), a project contracting organization.

ADECA/Connecting Alabama will provide overall project administration and state-level project marketing through the Governor’s Office.

ECDI-ACES will develop 10 project training modules and coordinate the delivery of training sessions through ACES, including the use of a mobile computer lab with wireless Internet access and IT support staff. ECDI’s 67 County Extension Coordinators (CECs) will deliver at least 3 training modules/year to target audiences to boost local broadband usage, demand and



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subscribership in AL’s 67 counties, and their individual County Extension Advisory Boards (CEABs; leaders of community anchor institutions in each county) will advise local broadband training and awareness efforts and help select training modules to match local human, community and economic development needs. CECs will also deliver ESL training in 26 counties where ACES currently has ESL programs. The Extension program based at Alabama A&M University, a historically-black university, will also support ACES efforts.

The BEACON Consortium of the Alabama Community College System (comprised of Bevill State Community College, Bishop State Community College, Central Alabama Community College, Faulkner State Community College, Snead State Community College and Trenholm State Technical College) will provide local and regional awareness campaigns and project marketing support and computer-equipped training sites. Two of these colleges (representing 6 campuses) are historically-black colleges.

The partnership with AIDB, the world's most comprehensive education, rehabilitation and employment system serving children and adults who are deaf, blind and multidisabled, will extend training to the Institute’s regular trainees and other members of the public at-large. AIDB experts in accessible training will serve in an advisory capacity to ensure all elements of the training modules are accessible to their target populations. AIDB staff will also deliver (or assist with) accessible training offered at the Institute’s 8 regional training locations.

ECDI, the Community College System’s BEACON Consortium and AIDB will collectively contribute matching contributions of \$1,158,978, as detailed in Section 12.

Additional partners in the project, assisting through in-kind third party contributions, include: AL’s 22 Community Action Agencies (part of the AL Community Service Block Grant programs); the Alabama Community Leadership Network (ACLN) representing 80 local adult and youth leadership development programs throughout AL; the Poarch Band of Creek Indians (AL’s only federally recognized Indian tribe) and Creek Indian Enterprises; the Alabama Rural Action Commission (ARAC); the Hispanic Interest Coalition of Alabama; and Alabama AARP.

The Community Action Agencies, AIDB, the Poarch Band of Creek Indians, HICA, ACES, Alabama AARP and ACLN will provide marketing and promotion of broadband usage to; identification and outreach to; and opportunities for partners to provide targeted training to



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support broadband adoption among low-income, disabled, Native American, Hispanic, ESL, senior citizen and youth (respectively) vulnerable populations throughout AL.

ARAC will provide targeted marketing for broadband awareness and training activities utilizing its Healthcare, Education, and Economic Development Committees and serve as an outreach entity to AL's rural communities. ACLN will provide broadband guidance to community leaders and provide the initiative with feedback from community leadership groups.

As outlined in the Community Anchor Institution (CAI) attachment, this initiative will be supported by, build upon and strengthen the sustainable capacity of a network of 425 existing CAIs located in each of AL's 67 counties. Campaign awareness and training content will be informed by and continually updated based on feedback from these 425 CAIs.

Local community participation has occurred prior to developing the Connecting Alabama proposal through the creation and operation of 8 regional broadband groups that provide detailed information on existing broadband coverage and a preliminary assessment of training needs during 2009. Community involvement under the current proposal will be provided through the 67 ACES CEABs. Each CEAB is composed of county elected leaders, chamber of commerce officials, local education officials, medical and health institution representatives, nonprofit representatives and other key county organizations and groups. The 67 CEABs meet regularly to discuss new and on-going business with their local CEC. This broadband initiative will be a regular agenda item at these meetings during the life of the grant program and beyond. CEABs will work closely with local CECs and ECDI project staff to ensure local broadband concerns and interests are addressed. These boards and the 425 community anchor institutions documented in the CAI attachment represent a direct connection for engaging CAIs and assessing their needs for broadband training.

D. Congressional Districts

20. Applicant Headquarters

- Alabama

21. Project Service States

Alabama



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22. Project Service Areas

- Alabama - 1
- Alabama - 2
- Alabama - 3
- Alabama - 4
- Alabama - 5
- Alabama - 6
- Alabama - 7

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

- Yes

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

Poarch Creek Indians

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

Yes

E. Community Anchor Summary

26. Community Anchor Institution	
Schools (k-12)	67
Libraries	9



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Medical and Healthcare Providers	31
Public Safety Entities	17
Community Colleges	23
Public Housing	6
Other Institutions of Higher Education	8
Other Community Support Organization	185
Other Government Facilities	79
TOTAL COMMUNITY ANCHOR INSTITUTIONS	425
27. Minority Serving Institutions	
Historically Black colleges and Universities	8
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	8

F. Demographics

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

- Yes



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

Black/African-American

Native American or Native Alaskan

English as Second Language (ESL)

Disabled

Low Income

Unemployed

Senior Citizen (55 and over)

Youth

Other:

29. Vulnerable Populations

The Connecting Alabama broadband project will provide targeted project assistance to the following vulnerable populations throughout AL:

(1)Hispanic individuals through the Hispanic Interest Coalition of Alabama and the Alabama Cooperative Extension System's (ACES) 26 county ESL programs

(2) African Americans through: (a) The 2 HBCU community colleges (representing 6 campuses) in our BEACON partnership, as well as Alabama A&M University - an HBCU that is part of the ACES partnership. (b) Outreach, training, and awareness efforts to AL's 12 Black Belt counties, each of which is included in AL's state and federally-designated economic development areas.

Due to a legacy of slave plantations, these counties have a disproportionately high concentration of African-American residents. They have a collective population that is 63.4% African-American



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- (3) Native Americans through training sessions developed in partnership with the Poarch Band of Creek Indians (the state’s only federally recognized Indian tribe) and delivered on Poarch Creek lands
- (4) ESL through ACES’s 26 county offices with ESL programs, as detailed under “Other Languages”.
- (5) Disabled individuals through a partnership with the Alabama Institute for Deaf and Blind, the world’s most comprehensive education, rehabilitation and employment system serving children and adults who are deaf, blind and multidisabled - as detailed under “Accessibility”.
- (6) Unemployed and low-income persons through: (a) A special emphasis on AL’s state and federally-designated economic development areas, including AL’s State Enterprise Zones, SBA HUB Zones, and Federal Renewal Communities. In January 2010, the 41 counties included in these zones had an average county unemployment rate of 15.7%, and their average 2008 county poverty rate was 22%. Through our partnership with BEACON, we will provide targeted marketing and training focused on job-creation and poverty reduction. (b) Our focus on rural AL, through a partnership with the Alabama Rural Action Commission. In Dec 2009, the (national) Center for Rural Strategies explained: “The worst job declines in the nation during this recession have been in rural Alabama, which has 13.1% fewer jobs than when the recession began.” (c) All of our statewide efforts: The AL Jan 2010 unemployment rate of 11.1% is the highest since Jan 1984 and significantly higher than the Jan 2009 rate of 8.1%. It represents over 228,000 jobless Alabamians seeking employment, just short of the all-time record (Dec 1982). (d) Through training sessions prepared in association with the 22 Community Action Agencies, the state’s primary low income service and advocacy organizations, and marketing assistance from these agencies.
- (7) Senior citizens through training modules developed, delivered, and marketed in partnership with the Alabama AARP.
- (8) Youth through a partnership with the Alabama Community Leadership Network, which includes 25 youth leadership programs throughout AL.

30. Accessibility

The Connecting Alabama project will directly serve individuals with disabilities through the provision of a broad range of training site features and computer accessibility options designed to accommodate multiple disabilities. The overall accessibility goals for each project training site are to: make everyone feels welcome; ensure that all attendees can maneuver within the site; ensure everyone can communicate effectively with training staff; make sure that all equipment



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and software is accessible; and ensure that all printed materials and electronic resources are accessible for everyone.

These accessibility goals will be accomplished in the following manner: Each project training site will be ADA accessible for all attendees; on-site computer stations will feature adjustable/adaptable tables to accommodate the mobility impaired; all training sites will feature alternative keyboards and pointing devices and software to enlarge computer screen images and/or larger screens (for blind or low-vision participants). Each training site will have available text-to-speech software to make all electronic text-based resources accessible to visually impaired participants and speech input software to extend interactive elements of the modules to the visually impaired or those who lack fine motor skills needed for regular computer-based instruction. All electronic teaching devices and resources, including web pages, will adhere to applicable federal and Auburn University guidelines related to disability accommodation and all project instructors and other on-site project staff will be made aware of issues relating to communicating with disabled learners.

In addition, eight of the project training sites will be Alabama Institute for the Deaf and Blind (AIDB) network training centers, an educational institution completely devoted to (and fully equipped for) instructing disabled students. The AIDB is the world's most comprehensive education, rehabilitation and employment system serving children and adults who are deaf, blind and multidisabled. These sites are strategically located throughout the state and will extend training of the modules to both the Institute's regular trainees and other members of the public at-large. State and national experts on accessible training from the AIDB will serve in an advisory capacity to Connecting Alabama, ADECA, and ECDI staff to ensure that all elements of the training modules are accessible to their target populations. The project will also utilize the accessible training expertise of AIDB staff members by having them deliver (or assist with) training offered at these locations.

31. Other Languages

This proposal is a joint initiative between ECDI, Alabama Department of Economic and Community Affairs (ADECA) the Alabama Community College System, and the Alabama Institute for the Deaf and Blind (AIDB). As part of this initiative, project partners will be adapting an existing webinar, Web site Basics: A Primer for Hispanic Small Businesses,



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(currently available in both Spanish and English) through the Southern Rural Development Center, an ECDI partner, to meet the needs of members of the Hispanic community in Alabama.

The sessions will be free-of-charge to participants. Extension has recently extended the capacity of its county offices to offer ESL programs in Spanish, Korean, Japanese, and Chinese using Rosetta Stone software. These programs are offered in the following Alabama counties: Autauga, DeKalb, Calhoun, Chilton, Franklin, Coffee, Mobile, Marshall, Montgomery, Lee, Tuscaloosa, Blount, Geneva, Pickens, Jefferson, Coosa, Clarke, Madison, Barbour, Escambia, Morgan, Chambers, Baldwin, Shelby, Bullock, and Elmore. The proposed initiative will build on this existing capacity to make awareness campaigns and training modules accessible to Spanish-speaking populations within these counties. The Hispanic Interest Coalition of Alabama (HICA) will also advise ECDI and Connecting Alabama staff members in identifying other communities and counties throughout the state where this training might be most beneficial and provide insight into additional components of this training that would be most beneficial to its target audience. Through this partnership with HICA, ECDI and Connecting Alabama will be able to adapt and target additional project modules to meet the economic and human development needs of Alabama's Hispanic population - in terms of both audience and content.

As part of this initiative, project partners will be adapting existing webinars and supporting materials to provide bilingual training for Hispanic small businesses to meet the needs of members of the Hispanic community in Alabama.

Through this partnership with Extension's ESL programs and HICA, Connecting Alabama will provide targeted awareness campaigns and training opportunities to members of Alabama's Hispanic population in order to support economic opportunities and improved quality of life for Hispanic families and individuals in Alabama.

While this specific initiative will limit its ESL activities to Spanish-speaking populations, the team anticipates that future collaborations (as a result of the partnerships and network built through this grant) will also lead to the adaptation and delivery of the training modules to other target audiences that Extension already has the ESL programs for, including Korean, Japanese, and Chinese.



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G. Project Budget

32. Project Budget	
Federal Grant Request	\$1,181,348
Total Match Amount	\$1,158,978
Total Budget	\$2,340,326
Match Percent	49.5%

33. Projects Outside Recommended Funding Range:



34. Sustainability:

The mandated function of ADECA is to provide the governor with a mechanism to “encourage comprehensive and coordinated planning and programming of economic and community affairs.” It is one of the major state agencies responsible for performing the economic development function of Alabama government. With the \$1.9 Million SBDD grant, Connecting Alabama is now located within ADECA. The Alabama Cooperative Extension System (ACES), the primary outreach organization for the land-grant mission of Auburn and Alabama A&M Universities, delivers research-based educational programs that enable people to improve their quality of life and economic well-being. Through the ADECA-ACES partnership, this project will grow as the technology grows, the educational component will be sustained by a partner (ACES) with a long history of serving and educating communities.

The use of trusted local ACES-based County Extension Coordinators (CECs) as local trainers and project facilitators, who will remain in the community and continue to champion the program long after grant funds are gone, will provide an important component of program sustainability. It will ensure that all available local assets, resources, and institutions are engaged in support of sustainable broadband usage, adoption, and subscribership. It will foster trust from individuals in unserved and underserved areas of the state, many of whom might not trust “outsiders” promoting the use of new technologies.



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CECs and all project partners will continue to educate individuals about the benefits of broadband in each county long after ARRA funding ends. Once CECs, community college partners, and AIDB staff members are trained and familiar with the curriculum and awareness campaign developed through this grant funding, they will continue to provide services as part of their normal operations. The 67 CEC salaries are part of the regular annual ACES budget and will continue, as they have for almost 100 years.

As outlined in the Community Anchor Institution attachment, this initiative will be supported by, build upon, and strengthen the sustainable capacity of a network of 425 existing community anchor institutions strategically located throughout the state of Alabama. This grant will provide the start-up money needed to strengthen connections and build the capacity of members of this network to champion and continue project activities after the funding expires.

The local and regional broadband “feedback loop” will provide a means for ECDI to continue to receive information about the ever-changing human, community, and economic development needs in each of Alabama’s 67 counties. As part of their regular, ongoing, mandated support activities for CECs, ECDI will continue to update training modules to meet these needs. CECs will continue to provide training as part of their regular duties.

35. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	(1) Economic & Community Development Institute (ECDI): \$760,400 In support of this Connecting Alabama initiative, each of these coordinators will commit at least five percent (6.25%) of his/her time to prepare for and deliver at least 40 hours of training to boost broadband usage, adoption, and subscribership in Alabama’s rural areas and among its most vulnerable populations. This commitment represents an annual cost-share of \$320,200, or a 2-year project cost share of \$640,400. The training modules will be based on the following themes: Introduction to Broadband 101, eCommerce, ePublic Safety, eHome, eWorkforce, eCommunity, eLearning,



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	<p>eHealth, eGovernment, and eGlobal. Each module will contain 2-3 targeted hands-on training sessions customized to the local needs of each county, and will be accompanied by training guides, presentations, videos, references, and facilitation tools. In addition, the Alabama Cooperative Extension’s IT unit is donating an in-kind match in the form of a mobile training lab with 22 laptop computers (\$24,000) and a satellite internet trailer (\$72,000), as well as a cost-match of their annual subscription fee for satellite usage for satellite usage for the 2- year project period (\$12,000). This represents an additional match of \$120,000 and allows Connecting Alabama to provide training anywhere within the state of Alabama. Finally, each of Alabama’s 67 counties has a County Extension Advisory Board (CEAB), which includes leaders of integral community anchor institutions. Through our CEABs, these individuals will be engaged to ensure that community anchor institutions are aware of and utilizing available broadband technologies to support local educational and community development efforts. These CEABs will serve in an advisory capacity to support local broadband training and awareness efforts. Each of these connections to community anchor institutions are long-term; a regular dialogue with these entities will continue after the grant term expires and will contribute to the sustained and ongoing adoption of broadband technologies. ECDI is proud to make this commitment of \$760,400, as well as linkages to key community anchor institutions throughout the state, in support of this initiative.</p> <p>(2) Alabama Community College System: Consortium members and their community partners will provide a total of \$385,000 to support this project through in-kind match. A marketing and awareness campaign for each college will be developed by the colleges’ respective marketing offices to ensure the local community and region are aware of the benefits of broadband.</p> <p>(3) Alabama Institute for the Deaf and Blind (AIDB): \$13,578: Within Connecting Alabama, ECDI will have access to AIDB’s eight</p>
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	Regional Center sites, AIDB's Daniel Foundation Videoconferencing Center and AIDB's E.H. Gentry Facility as training venues and its staff has potential trainers. Each site has multipoint distance learning equipment, which will also be available to ECDI if needed, to broadcast information on a statewide scale. The space alone over two years is estimated at \$13,578, an in-kind match.
Unjust enrichment	No.
Disclosure of federal and/or state funding sources	The Alabama Department of Economic and Community Affairs (ADECA) received a \$1.9 million grant in 2009 through the National Telecommunications and Information Administration's "State Broadband Data & Development Program" (SBDDP). This grant is designed to identify and ultimately fill gaps in broadband access – leading to enhancements in online education, healthcare, public safety, agriculture, tourism, and more. Through the SBDDP grant, Alabama has identified vulnerable populations and geographic areas that do not have broadband access or have limited access. The grant will develop strategic technology growth plans applicable to all 67 Alabama counties. These plans will be developed regionally utilizing the eight Alabama Rural Action Commission project areas. This will provide a coordinated grassroots planning, advocacy, engineering analyses, communications, and project management capability to all of the state's broadband activities.

36. Budget Narrative	
Budget narrative	The total project budget (\$2,340,326) includes \$1,181,348 in BTOP funds and \$1,158,978 in matching support. ADECA, the applicant organization, requests \$10,536 for personnel - for grant administration, oversight and monitoring, financial and programmatic reporting - based on anticipated time spent on the grant project. Fringe benefits of \$3,909 are calculated at the state rate of 37.1%. Travel funds of \$1,415 are requested for grant monitoring and oversight and travel to grant-related conferences and trainings and are estimated in accordance with the State of Alabama's Travel Policy. No (equipment) items with a



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	<p>unit cost of \$5,000 or more and a useful life of at least 1 year will be purchased under this grant. No supplies are budgeted related to grant administration / reporting.</p> <p>Under contractual agreement, the Economic & Community Development Institute (ECDI), a partnership of Auburn University and the AL Cooperative Extension System (ACES) will receive \$1,015,039 and provide \$760,400 in matching support. This contract will enable ECDI to develop 10 training modules and coordinate delivery of training sessions through ACES, including use of a mobile computer lab with wireless Internet access and IT support staff. 67 County Extension Coordinators (CECs) will deliver at least 3 training modules/year to target audiences to boost local broadband usage, demand and subscribership, and their County Extension Advisory Boards will advise local broadband training and awareness efforts and help select training modules. CECs will also deliver ESL broadband training in 26 counties. Computations for all expenses and matching funds included in this subcontract are detailed in the attachment “ECDI/Extension Budget for SBA Grant.”</p> <p>Under contract, the AL Community College System BEACON Consortium will receive \$59,695 in funding and provide \$385,000 in matching support. The contract will enable BEACON to develop and deliver local / regional awareness campaigns and provide computer-training sites. Expenses and matching funds are outlined in the attachment “Alabama Community College BEACON Consortium Budget for SBA Grant.”</p> <p>Under contract, the AL Institute for Deaf and Blind (AIDB) will receive \$47,500 and provide \$13,578 in-kind match to extend training to children and adults throughout AL who are deaf, blind and multidisabled and serve in an advisory capacity to ensure training modules are accessible. Computations are detailed in the attachment “Alabama Institute for Deaf and Blind (AIDB) Budget for SBA</p>
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	<p>Grant.”</p> <p>No construction is proposed.</p> <p>“Other” budget line items of \$4,298 include data processing and facility costs, computed at 0.383% of “Contractual” program costs. Indirect charges are \$38,956, based on the approved provisional indirect cost rate of 3.41%. The approved rate document is attached.</p> <p>Items a, b, c, h, and j equal 5% of the budget. Contractual (item f) costs represent 95% of the budget.</p>
Budget reasonableness	<p>As all ADECA, ECDI, Auburn University (AU), AL Cooperative Education System (ACES), AL Community College System (BEACON), and AL Institute for Deaf and Blind costs are subject to state procurement procedures, which includes bid laws and justification of sole source procurement, all project costs are representative of the lowest cost estimate.</p> <p>The following reflects the ADECA project budget and 3 attached subcontract budgets: Personnel costs are based on current salaries and fringe benefit rates. Travel budgets are based on \$0.50/mile, a per diem rate of \$75/day, and a meal allowance of \$11/meal. The ECDI-budgeted \$5,000/county (to support CEC travel, materials, county meetings and trainings) is based on actual reasonable costs for similar projects and estimates of all county-level activities. The development of a training curriculum and guide is based on previous ECDI costs for publications and support websites. The amounts budgeted for regional training events include expenses for trainers, facilities, food, and travel-related costs for CECs; this amount was based on costs of ECDI’s CEC training events in 2007-09—and scaled to account for multiple facilities and trainers and lower-mileage travel (for regional vs. statewide events). Software costs are based on special education rates available to AU. Laptop costs are based on current prices (at special AU rates) for computers equipped to support project activities.</p>



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	<p>The EMSI software-licensing fee is based on the current annual fee charged by EMSI. Postage and mailing costs are based on anticipated project mailings and standard US rates. The mobile lab, satellite trailer and satellite usage fee (all in-kind match) are based on actual costs that were competitively bid and accrued by ACES. Facility rental costs for grant preparation meetings are based on \$75/day, plus \$50 in taxes/fees and \$50 for food, based on actual costs accrued by ECDI at a best-price option facility. All indirect costs reflect official, accepted rates. The local marketing and awareness campaign request of \$55,273 (with \$385,000 match) is based on price quotes from BEACON and calculated based on actual costs to the 6 colleges. The AIDB budget is based on a fixed cost agreement of \$5,000/facility to extend training at 8 locations through the world's most comprehensive education, rehab and employment system serving children and adults who are deaf, blind and multidisabled; this is a sole source provider of such facilities and assistance. The \$7,500 for AIDB to serve in an advisory capacity represents unique expertise and a fixed cost agreement. ADECA expenses of \$59,114 (outlined in the "Budget Narrative") represent actual project costs and 3.41% indirect cost recovery.</p> <p>A total match of 49.5% (as detailed under "Outside Leverages") makes this a wise investment of federal resources. While the total cost/new subscriber of \$27.56 is reasonable, the actual federal request of \$13.91/new subscriber is an exceptional investment.</p>
Demonstration of need	<p>As documented in the attached letter from ECDI Director Joe Sumners:</p> <p>"In recent years, Economic & Community Development Institute (ECDI) community-planning sessions and educational forums frequently identify lack of broadband access and its affordability as impediments to achieving and sustaining growth and development in rural communities. Although ECDI would love to build the capacity of its County Extension Coordinators (CECs) to conduct trainings and support local initiatives for broadband education and awareness as part</p>



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	<p>of our regular program efforts, recent budget cuts due to the Economic Recession of 2009 have made this impossible.</p> <p>Currently, the entire FY10 Alabama Cooperative Extension System (ACES) Operating Budget for Community Development is \$133,500. This amount provides funds for travel, equipment, training, and all project work within communities for ECDI staff and 67 CECs. If the entire Community Development budget was divided equally among Alabama’s counties, this amounts to less than \$2,000 per county. This budget is inadequate to support new statewide community development programming, such as the Connecting Alabama sustainable broadband adoption program.”</p> <p>As documented in the BEACON PCC BTOP Application:</p> <p>The State of Alabama has ordered all educational institutions to reduce budgets for two fiscal years. Colleges have received as much as 16% reductions in funds during fiscal year 08 and 09. These hardships placed on the colleges resonate throughout the communities as well.</p> <p>The six colleges in the BEACON Alabama Community College System consortium have a long history of providing services to the communities they serve. By receiving such drastic budget cuts from the state, all colleges will have to reduce services. Any services deemed non-essential will be the first programs reduced. Efforts will be made to continue offering quality educational programs to students but community programs will suffer.</p> <p>The downturn in the economy has placed a severe budget crisis on educational funding. While maintaining this program after the grant term expires will be manageable, it would simply be impossible to establish this program without federal grant funding to cover the initial costs.</p>
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37. Funds to States/Territories

States	Amount of Federal Grant Request
Alabama	1,181,348

Funds to States/Territories Total: \$1,181,348

H. Historical Financials

38. Matching Funds			
	2007	2008	2009
Revenue	204,794,910	193,353,490	243,012,377
Expenditures	201,834,486	195,387,019	252,289,598
Net Assets	31,312,432	27,233,727	21,776,745
Change in Net Assets from Prior Year	0	-4,078,705	-5,456,982
Bond Rating (if applicable)	Aa2	Aa2	Aa2

I. Program Benefits

39. Jobs	
How many direct jobs-years will be created from this project?	26
How many indirect jobs will be created from this project?	76
How many jobs will be induced from this project?	247

40. Methodology used to estimate jobs:



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In 2009, 2,742,000 (61.7%; US Census Bureau, Oct 2009) of Alabamians age 3 and older were broadband subscribers. Based on recent trends and ARRA investments, we anticipate an increase to 70.0% (368,860 subscribers) by 9/30/2010, with ~ 29.7% of this growth as a result of the ARRA. This increase represents 109,551 subscribers. We applied an adjusted average AL household size (removing below age individuals) of 2.39 to convert this into 46,029 household subscriptions.

Current AL subscribership is estimated at 8% wireless, 42% cable and 50% DSL, a trend we expect to continue. Estimated average rates are now \$40/mo for wireless/DSL and \$45/mo for cable. As a result of increased supply, demand and competition, we expect these monthly rates to soon decrease by ~\$5. We anticipate increased subscribership to occur over a 2-year period, so we applied a measure of 1.5 total full-sale years, resulting in increased sales projections of:

Wireless, NAICS 517110: $(1.5)(420)(0.08)(46,029) = \$2,319,862$

Cable, NAICS 517110: $(1.5)(480)(0.42)(46,029) = \$13,919,170$

DSL, NAICS 517110: $(1.5)(420)(0.50)(46,029) = \$14,499,135$

We applied EMSI's economic modeling tool to these sales figures to project 323 new jobs (76 in Information).

We then used EMSI to conduct a simple projection of new jobs as a result of project earnings of \$600,000 for State Government to project another 26 jobs (11 in State Government; EMSI projections attached).

Thus, this project is projected to result in 349 total new jobs.

41. Adoption Metrics	
How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	46029
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?	11507
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?	27387
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	\$27.56



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42. Measuring Adoption Impact:

In 2009, 2,742,000 (61.7%; US Census Bureau, Oct 2009) of Alabamians age 3 and older were broadband subscribers. Based on recent trends and ARRA investments, we anticipate an increase to 70.0% (368,860 subscribers) by the end of the project period, or September 30, 2012, with an estimated 29.7% of this growth resulting from ARRA stimulus efforts. This increase translates into 109,551 new subscribers. We applied an adjusted average AL household size of 2.39 (Conversions attached) to convert this into 46,029 household subscriptions. We will continue to monitor census and other related subscribership data.

There will also be a survey given upon the completion of each training module session, and Connecting Alabama will administer a follow-up survey with ECDI / Extension program participants. Using EMSI's Strategic Advantage input-output modeling software, ECDI can project total (i.e. direct + indirect) gains or losses in jobs, sales, and earnings due to changes in the broadband industry.

In addition, ECDI has created fiscal impact projection formulas to generate estimates of sales, property, income, and occupation tax revenues and abatements based upon adoption of broadband technology. Using this economic impact methodology, we will be able to measure job and employment growth based on growth / changes in the broadband industry during the project time period, thereby measuring the impact of our project efforts upon the overall ARRA stimulus objectives. The project will also use the EMSI software to measure changes in sales and subscription as related to the broadband industry.

All of these measurements will be evaluated at the county, regional, and statewide level.

43. Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	11500
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?	10
How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?	8



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44. Describe their qualifications (training and experience):

All of Alabama's County Extension Coordinators (CEC) must have a minimum of a Masters Degree in a related field. The high caliber of CEC expectations and qualifications is attached in detail. In addition, ECDI conducts annual workshops in community and economic development that all CECs are required to attend.

In brief, CECs are top-level county positions with the following roles and responsibilities:

1. Solicit, receive and manage all local funding.
2. Manage local Extension office facilities.
3. Maintain and have accountability for all county Extension property and equipment.
4. Supervise all Extension personnel who are paid with funds procured by the CEC.
5. Supervise and evaluate specially funded employees who work exclusively in the county.
6. Supervise and evaluate all secretarial and support personnel located in the county office.
7. Provide direct written performance appraisal input for each Regional Extension Agent (REA) who has program responsibility within the county.
8. Provide administrative supervision for the REAs and Urban REAs who are located in their respective county offices.
9. Ensure positive public relations for Extension within the county.
10. Assist the REAs as needed in conducting educational programs within the county.
11. Facilitate communication when necessary between county clientele and REAs.
12. CEC administrative assignments will vary depending upon the classification level of the county and the number of staff supervised by the CEC.
13. Each CEC will have at least a 10% program assignment in Community Resource Development (CRD).
14. In addition to administrative and Community Resource Development responsibilities, the CECs will also be assigned another area of subject-matter expertise appropriate for their situation. This assignment will be determined jointly by the DD and appropriate Assistant Director for Programs.
15. Provide input to Program Team Coordinators/Assistant Directors on programmatic needs within their respective counties, and accept input from the Team Coordinators / Assistant Directors in establishing performance goals and assessing performance accomplishments for locally funded County Extension Agents / Agent Assistants.
16. CECs will report administratively to their respective District Administrative Directors and programmatically to a designated Program Team Coordinator for the Priority Program Area in which they specialize. The exact reporting relationships, performance appraisal processes and



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specific job expectations will be covered in more detail in the revised CEC job analysis that will be developed later with input from the CECs.

45. Equipment Affordability Programs		
What is the total up-front cost of this equipment?	\$0.00	
If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?	0	Households
	0	Businesses
	0	Institutions
If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?	\$0.00	
How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall?	0	

46. Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	1512500

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

The AL Governor’s Office will develop a statewide broadband awareness campaign targeting all major media markets, as well as early morning and noontime community programs. This broad campaign will be designed to boost statewide awareness, highlight benefits and practical applications of broadband, and increase subscribership. It will be patterned after AL’s successful Career Ready campaign, which utilizes TV spots, posters, print ads and radio ads. This campaign is projected to reach ~ 25% of AL’s 4.7 million residents, or 1,175,000 individuals (based on data provided by AL’s major commercial advertising agencies).



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This statewide awareness campaign will be accompanied by targeted local and regional awareness campaigns developed by the communications and marketing departments of 6 community colleges (Bevill State CC, Bishop State CC, Central Alabama CC, Faulkner State CC, Snead State CC and Trenholm State Technical College) at their 19 campus locations throughout AL. These campaigns are projected to reach an additional 25% of the 1.2 million residents of the colleges' 14-county service area, or 300,000 people. They will be targeted to meet specific local and regional needs of community anchor institutions, vulnerable populations, and job creation and training entities.

AL's 22 Community Action Agencies, the Alabama Institute for Deaf and Blind, Poarch Band of Creek Indians, Hispanic Interest Coalition of Alabama, Alabama Cooperative Extension System's ESL Initiative, Alabama AARP and Alabama Community Leadership Network will provide marketing and promotion of broadband usage to support broadband adoption among: low-income, disabled, Native American, Hispanic, ESL, senior citizen and youth (respectively) vulnerable populations throughout AL.

The Alabama Rural Action Commission will also utilize its healthcare, education, and economic development committees to promote the use of broadband in AL's rural communities.

These project partners serve targeted populations collectively comprised of an estimated 150,000 people, ~ 25% of which we anticipate will be reached by their marketing efforts. This translates into another 37,500 individuals.

Through these statewide, regional/local and targeted awareness efforts, we anticipate reaching 1,512,500 Alabamians by our campaigns.

Although the State of AL has created a centralized broadband initiative in Connecting Alabama, its marketing efforts have primarily focused on word-of-mouth efforts, in-person presentations to state and local leaders, and a centralized website. These methods are not sufficient to boost the level of widespread statewide and targeted regional/local broadband demand, usage and subscribership levels that the proposed initiative seeks. Further, they are targeted at informing and key state and community leaders, most of whom are already broadband subscribers, rather than vulnerable and rural populations, who represent potential growth markets for broadband services.



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

In order to measure our target audience’s awareness of the advantages and potential applications of broadband, we will work with project partners / supporters to measure awareness before the campaign is launched, and then to measure it again near the end of the project period. In quarter 1 of the first year of this project, we will develop a broadband awareness measurement survey. In the beginning of quarter 2, we will work with project partners and supporters to administer a pre-campaign broadband awareness measurement survey to our target audiences, and Connecting Alabama will administer the survey at the statewide (at-large) level. At the end of quarter 2, project partners will process and analyze the results of these pre-campaign awareness surveys in preparation for campaign design and delivery. In quarter 3, we will roll out statewide, regional, local and targeted awareness campaigns and launch major news coverage. One year later, in quarter 3 of year 2, we will work with project partners and supporters to administer the post-campaign broadband awareness measurement survey, and Connecting Alabama will again administer the survey at the statewide (at-large) level – using the same questions, survey instrument, and survey parameters as utilized in the pre-campaign survey. At the beginning of quarter 4 of year 2, we will process and analyze the results of the post-campaign awareness surveys in preparation for the final project report, which will be delivered at the end of quarter 4.

Project partners will continually measure how training participants learned of training opportunities and whether / how participants plan to adapt their usage and subscription to broadband through brief survey data collected online (via Survey Monkey) at the end of training sessions / modules.

In addition, we will track the increase in visitors to the Connecting Alabama website, as this site will be referenced in marketing campaign efforts.

Measurement will also be verified through Federal and state data sources and broadband industry trends and forecasts through use of ECDI’s Economic Modeling Software, Inc. (EMSI) software license.

Surveys of training participants will continue as training will continues long after grant funding ends, and the Connecting Alabama Broadband Initiative Board will establish a committee to continually measure the increase in subscribership and community needs.



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All of these measurements of the awareness campaign impact meet the key benchmarks for success, in that they are: quantifiable, obtainable, accurate, significant / useful, reliable, repeatable, and valuable over time.

J. Project Readiness

49. Licenses and Regulatory Approvals

No licenses or regulatory approvals are needed for this project.

50. Organizational Readiness

The mandated function of ADECA is to provide the governor with a mechanism to “encourage comprehensive and coordinated planning and programming of economic and community affairs.” (Code of Alabama 1975, Section 41-23-4 [b]). It is one of the major state agencies responsible for performing the Economic Development function of Alabama government. In keeping with Governor Riley’s mandate, ADECA is committed to carrying out its responsibilities under the American Recovery and Reinvestment Act with full transparency and accountability. The following webpage includes an overview of each grant program, including monthly reports containing job creation and retention numbers, funding amounts, expenditures and other data specific to each program:

<http://www.adeca.alabama.gov/C5/Stimulus/default.aspx>.

In performance of its mandated function, ADECA may engage in the following functions:

Planning and Programming. ADECA serves as a catalyst in this process by helping fund various projects through federal and state grants to improve basic services, law enforcement, job training, waste disposal, and energy conservation. In the process of requesting federal and state funds to sponsor various economic development and community improvement projects, each program division of ADECA is required to complete a comprehensive state plan for each individual grant project for approval by the granting institution.

Disseminating and Publicizing. This function includes all activities related to the agency’s efforts in composing and disseminating news releases, brochures, publications, and all information concerning the programs and services available through ADECA to the public.



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Applying and Disbursing. This function may involve applying for grants, and receiving and disbursing grant money. ADECA's grants are made available through a number of federal agencies. ADECA's program division staff acts on behalf of the state in applying for available grants, and in turn awards grants to sub-grantees that may use the money to improve economic or community affairs. In addition, ADECA receives appropriations out of the state's General Fund every year for special projects.

Monitoring and Reporting. In carrying out its grant contracts with the federal government, ADECA is required to conduct regular evaluations of sub-grantees to ensure compliance with federal grant regulations and guidelines.

Processing and Distributing. This function is performed mainly by the agency's Surplus Property Division, which maintains warehouses for storage of state and federal surplus property, and provides for property management, and for distribution and sale of surplus property to public agencies and nonprofit organizations.

Administering Internal Operations. A significant portion of the agency's work includes general administrative, financial, and personnel activities performed to support the programmatic areas of the agency.

51. Project Timeline and Challenges

TIMELINE FOR BOOSTING BROADBAND TO BRIDGE THE DIGITAL DIVIDE

The following timeline is provided to illustrate the sequence and duration of the tasks and assumes project implementation will begin October 1, 2010. The timeline will be adjusted to the eventual start date and the requirements of NTIA.

YEAR 1 QUARTER 1

Execute contract with NTIA

Execute contracts with sub recipients

ECDI develops module content

Establish a module review committee; to consist of project partners and ALBI Board

Develop broadband awareness measurement survey

Identify Project assistant



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YEAR 1 QUARTER 2

Issue RFP for technology consultant to develop online framework
Issue RFP for Public Service Announcement
Work with project partners and supporters to administer pre-campaign broadband awareness measurement survey, and Connecting Alabama will administer the survey at the statewide (at-large) level.
Process and analyze results of pre-campaign broadband awareness campaign surveys.
Module review committee review and approval of module content and online framework

YEAR 1 QUARTER 3

Statewide Train the Trainer workshop provided
Statewide and regional, local, and targeted rollout of Boosting Broadband to Bridge the Digital Divide Major campaign awareness and news coverage begins.
Regional Needs and Asset Forums conducted
Develop module aimed at increasing broadband usage among public safety agencies

YEAR 1 QUARTER 3

County level training begins
Review training program survey data collected at each training event
Assess subscribership data year 1
Deliver module aimed at increasing broadband usage among public safety agencies

YEAR 2 QUARTER 1

County level training
Accessible training provided at the Alabama Institute for the Deaf and Blind 8 regional centers
Review training program survey data collected at each training event

YEAR 2 QUARTER 2

County level training
Accessible training provided at the Alabama Institute for the Deaf and Blind 8 regional centers
Training provided to Spanish speaking populations
Review training program survey data collected at each training event

YEAR 2 QUARTER 3



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County level training

Accessible training provided at the Alabama Institute for the Deaf and Blind 8 regional centers

Training provided to Spanish speaking populations

Review training program survey data collected at each training event

Work with project partners and supporters to administer post-campaign broadband awareness measurement survey, and Connecting Alabama will administer the survey at the statewide (at-large) level.

YEAR 2 QUARTER 4

Process and analyze results of broadband awareness campaign surveys.

County level training

Review training program survey data collected at each training event

Assess subscribership data year 2

Submit final project report

52. SPIN Number

K. Environmental Questionnaire

53. 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.

No

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

Yes



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55. 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

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

Yes

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

Yes

Education and Awareness Modules will be developed and available online and delivered in the field through educational forums at Community Colleges, Housing Authorities, Community Action Agencies, K-12 Schools, Parent Teacher Organization Meetings, Health Clinics, Chambers of Commerce, and libraries.

58. 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

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

No



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Submitted Date: 5/13/2010 2:18:50 PM		Easygrants ID: 6927	
Funding Opportunity: Sustainable Broadband Adoption		Applicant Organization: ECONOMIC AND COMMUNITY AFFAIRS, ALABAMA DEPARTMENT OF	
Task: Submit Application - Sustainable Broadband Adoption		Applicant Name: Ms. Jessica Lynn Dent	

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	Attachment A SBA Management Team and Organizational Charts Attachments.pdf	Dent, Jessica	05/13/2010
Government and Key Partnerships	Attachment K SBA Government and Key Partnerships Attachments.pdf	Dent, Jessica	05/13/2010
Historical Financial Statements	Attachment B SBA Historical Financial Statements Attachments.pdf	Dent, Jessica	05/13/2010
Community Anchor Institutions Detail	Attachment C SBA Community Anchor Attachment Connecting ALABAMA.xls	Dent, Jessica	05/13/2010
BTOP Certifications	Attachment E Certification.pdf	Dent, Jessica	05/12/2010
Detailed Budget	Attachment D SBA Detailed Budget Attachment.xls	Dent, Jessica	05/13/2010



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SF424 A Budget	Attachment F 424A for Broadband Project March 15 2010.pdf	Dent, Jessica	05/12/2010
SF424 B Assurances - Non-Construction	Attachment G SF 424B Form.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment H SBA AL Subcontract Budgets ECDI Subcontract Budget.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment I SBA AL Subcontract Budgets ALCCS BEACON Subcontract Budget.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment J SBA AL Subcontract Budgets AIDB Subcontract Budget.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment L Technology Strategy Map.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment M Map of CAA Main and Satellite Offices.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment N SBA Jobs Change Due to Increased BB Subscription.pdf	Dent, Jessica	05/12/2010



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Supplemental Information	Attachment O Jobs as a result of direct salary expenses SBA.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment P Overview of ACES ESL Training.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment Q Indirect Cost Rate Agreement 001.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment R ADECA Functional Analysis.pdf	Dent, Jessica	05/12/2010
Supplemental Information	Attachment S Connecting Alabama's Innovative Approach.pdf	Dent, Jessica	05/12/2010