



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

Submitted Date: 4/9/2010 12:37:51 PM	Easygrants ID: 6890
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: CITY AND COUNTY OF SAN FRANCISCO
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Brian Paul Roberts

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	961752131
CCR # (CAGE)	5WVT2
Legal Business Name	CITY AND COUNTY OF SAN FRANCISCO
Point of Contact (POC)	BRIAN ROBERTS 4155814061 Ext. brian.roberts@sfgov.org
Alternate POC	BARRY FRASER 4155813976 Ext. barry.fraser@sfgov.org
Electronic Business POC	RICHARD ROBINSON 4155814061 Ext. Richard.Robinson@sfgov.org
Alternate Electronic Business POC	JEANA PIERALDE 4155814061 Ext. jeana.pieralde@sfgov.org

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	
First Name	Brian
Middle Name	Paul
Last Name	Roberts



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Suffix	
Telephone Number	415-581-4061
Fax Number	
Email	brian.roberts@sfgov.org
Title	

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Mr. Barry , Fraser	4155813976	barry.fraser@sfgov.org

4. Other Required Identification Numbers

Easygrants ID	6890
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	City or Township Government
Is the organization a small business?	No
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

6. Authorized Organizational Representative



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AOR	ROBERTS, BRIAN
Result	Notify

7. Project Title and Project Description

Project Title: San Francisco Community Broadband Opportunities Program (SF-CBOP)

Project Description: SF-CBOP will combine three innovative programs that will measurably increase broadband adoption among the City’s underserved and vulnerable populations: (1) Interactive broadband tools and resources for seniors and the adult disabled; (2) Leveraging interest in digital media to increase broadband adoption; (3) City College business incubator, in-home business skills and WiFi training.

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
6322	San Francisco Community Broadband Opportunities Program (SF-CBOP)
7102	San Francisco Community Broadband Opportunities Program

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

The SF-CBOP applications for CCI, PCC and SBA funding are closely intertwined and functionally linked. We will submit a CCI application for funding to extend the City’s middle mile fiber optic infrastructure to provide broadband access to a core group of community anchor institutions. Most of these institutions will rely on this fiber connectivity to establish or expand public computing centers using PCC grant funding for hardware, software, connectivity and training. The innovative broadband adoption programs described in this SBA application will be provided at these public computing centers. In fact, public computer centers are a crucial element



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of the SBA projects, because members of vulnerable populations that we target currently have few other broadband options.

Most of the community institutions participating in these SBA programs will rely on broadband provided through the CCI funding. Most of these institutions will also rely the workstations, software and training provided through PCC funding as a foundation for offering the training and services designed for the SBA programs. For example, a number of the centers will offer specially configured workstations designed for the digital media training and content development anticipated as part of this application. Thus, the projects proposed in this SBA application are somewhat dependent on the infrastructure, hardware, software and training to be funded through the CCI and PCC applications.

If the City does not receive CCI funding, our community anchors may be forced to rely on broadband connections provided by commercial carriers, which will be more expensive and may not include symmetrical upload speeds necessary to share large media files. Some community anchors may be forced to withdraw from the projects. In this event we would request that NTIA increase funding under PCC and SBA applications, or scale back the services to be offered and attempt to secure additional funding or expand hours and services at the remaining sites to meet program goals.

If the City does not receive PCC funding for hardware and software, community anchors will not be able to upgrade or expand public computer center services, or indeed provide any SBA services to certain vulnerable groups. The City would request that NTIA increase SBA funding or pursue other sources of funding for hardware and software to allow us to meet program goals. If the City does not receive PCC funding for training, the SBA projects would not be significantly affected, since funding for these SBA projects includes much of the specialized training required.

The City anticipates combining administrative, technical and operational oversight of all three applications to save costs and achieve efficiencies. If one or more of the applications is not funded these cost savings and efficiencies may not be achieved. In that case, the City would seek funding from NTIA or other sources to pay any additional costs.

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:



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Name	Title	Employer

B. Executive Summary, Project Purpose and Benefits

Essay Question

10. Executive Summary of the proposed project:

The SF-CBOP SBA application proposes a suite of services that will result in 5-10% increases in broadband adoption among the underserved and vulnerable populations in San Francisco. The City’s research shows that certain groups in San Francisco have significantly lower levels of access to broadband: seniors and adults with disabilities, minorities (especially African-Americans and Latinos), low income families and the unemployed. The innovative programs described in this SBA application are functionally linked to the City’s CII and PCC applications. We request funding for broadband adoption services in 3 distinct components that work together to promote broadband adoption: (1) Department of Aging and Adult Services (DAAS) Senior and Disabled Projects; (2) The City and County of San Francisco’s Department of Technology (DT) Public Broadband Space (SF-PBS); and (3) City College of San Francisco (City College) Business Incubator Center, In-Home Business Skills and WiFi Training. Each of these project sponsors will partner with community institutions to provide specific services described below. Though distinct, the components are integrated by community members participating in any or all programs of their choice. The program itself will be managed by the City and County of San Francisco’s Department of Technology (DT).

1. DAAS Program for Seniors & Adults with Disabilities: DAAS will stimulate usage and adoption of broadband through programs designed to help seniors and adults with disabilities, whose current adoption rate is 42%, overcome social isolation, acquire skills for healthy aging, practice brain fitness, learn ways to increase income; and access community resources. Working with non-profit partners, San Francisco Community Living, Community Technology Network, Self Help for the Elderly, among others, DAAS proposes integrated training and support services to 21 non-profits in 42 PCC facilities and 6 senior public housing buildings. 9+ FTE’s throughout the senior and supportive network and 150-300 volunteers, recruited from Bay Area’s



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robust technology, student and retiree communities will participate in various roles. Onsite staff and volunteers will participate in Train the Trainer models and provide targeted classes and individual coaching in basic computer skills, and specialized programs to appeal to needs and interests of these groups.

Social Networking: To overcome social isolation, professional and volunteer instructors will guide seniors in the use of basic social tools, including Skype, email, and Facebook, teaching to ability and interest, to strengthen connections with family and friends near and far. SF Community Living Campaign will train seniors and volunteers on TYZE, an online system to support vulnerable persons day-to-day. TYZE creates an online virtual support group and organizes actual help for activities (getting to a doctor’s appointment, shopping, pet care, etc.) that can include family, friends, care givers and clinicians. Private grants fund Community Connectors who link vulnerable individuals to their support network for social interaction, and help in meeting demands of daily living.

Healthy Aging and Brain Fitness. DAAS will introduce Seniors to online programs for healthy aging, including the HHS-CDC promoted evidence –based Chronic Disease Self-Management Program(CDSMP) in an online version. With BTOP funding, DAAS and National Council on Aging (NCOA) will develop online content in five languages in accessible streaming video creating a health promotion website including an online peer discussion board for continuing healthy motivation. Seniors will be encouraged to use Wii Fit and Sport programs, recommended by researchers for stroke rehabilitation as well as basic fitness. Broadband connections will enable senior centers across the City to engage players in virtual Wii tournaments, providing incentives to get fit and go online. Experts on dementia have identified Brain Fitness software and the online subscription Lumosity as helping improve memory and certain cognitive functions, and possibly slowing progression of Alzheimers and other dementias. Trained volunteers will help seniors to use these programs and services.

Income /Job Opportunities: a critical issue for retirees is the loss of savings and income. City College’s curriculum on how to work at home using broadband will be offered to seniors as one solution. At non-profit Conard House, online training will be offered at 8 supportive housing sites by a Supportive Employment Specialist to enable residents dealing with mental health issues to develop job skills and locate opportunities. At Lighthouse for the Blind and Visually Impaired, BTOP will provide a PCC during all open hours with specially equipped workstations in a public location, and equip a lab for transitional employment training with fully accessible computers, software and peripherals.

These programs will stimulate adoption of broadband through access and training in familiar settings, helping seniors experience comfort with tools of tremendous value and benefits for their



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daily lives. Many Seniors will want to continue access by purchasing broadband service at home or regularly visiting a public computer center.

2. San Francisco’s Public Broadband Space (SF-PBS): SF-PBS will increase broadband adoption in San Francisco by leveraging interest in digital media content. SF-PBS will drive broadband adoption in at least two ways: (1) by creating entertaining, publicly accessible broadband “streams” for digital media works, we will attract members of target groups to broadband-accessible content; and (2) by using the digital media content as a promotional tool, we will provide online training for aspiring media artists and encourage them to use broadband as part of the content creation process. SF-PBS will create a broadband network of digital media anchor sites that will serve as hubs for community-centric digital media training, production and distribution, specifically targeted to attract members of vulnerable populations: minorities, students from low income and disadvantaged families, and the unemployed.

Digital Media can be of immense value in preparing our youth and community college students to be literate in the 21st century. Students working with digital media teaching tools learn collaboration, critical thinking, problem solving, creativity, and technological and media literacy. Working with our partners, SF-PBS will develop and test new media educational tools and training curriculum utilizing digital media resources. Training will be available at selected locations specifically targeted for low income and disadvantaged youth, administered through the City’s Department of Children, Youth and Families (DCYF). By becoming comfortable with broadband-delivered educational resources, students will be more likely to use and adopt broadband.

Finally, San Francisco is home to a thriving digital media industry with high demand for a local digital media-trained workforce. However, training requires fast, symmetrical broadband access, specially configured computer workstations and qualified trainers. SF-PBS would provide the connectivity, tools and training to develop this workforce.

3. City College of San Francisco Business Incubator Center, In-Home Business Skills and WiFi Training Programs. Broadband technology today allows many individuals to work directly from home. Unfortunately, many San Francisco’s low income and unemployed residents are denied in these options because they have no access to broadband.

To provide such access, City College proposes a designated Business Incubator, which will provide those without access to broadband service at home with office space, broadband connection and computer hardware and software to conduct home-based business activities. Participants will enjoy the advantages of shared support services, equipment security and an existing high-speed Internet connection.



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As a complement to the Business Incubators, City College proposes to offer specific courses that will provide individuals with modern employment skills for in-home businesses. The courses are eBay Reseller, Online Call Center Agent, Online Help Desk Technician and Transcription Services. Each course will be developed following City College’s academic standards and taught by City College instructors in both on-line and face-to-face methods.

Wi-Fi technology is now a key component of communications networks and will become even more important as mobile devices continue to proliferate. By enhancing the WiFi Training Program at City College, students who are pursuing technical careers will have opportunity to specialize in the field.

SF-CBOP will bring in over 50,000 new broadband users and save/create at least 250 jobs for a total program cost of \$10,852,903; we will provide matching support of \$2,921,096 (26.9%); total from BTOP: \$7,931,847.

11. Project purpose:

The Problem: Even high-tech San Francisco has a digital divide. According to CPUC data, ten SF census tracts-over 23,000 households are underserved with 40% or lower broadband penetration. The City Controller’s annual survey shows that certain communities and demographic groups have much lower broadband adoption rates than the general population: seniors age 60+, only 42% and low-income persons, including those with disabilities, 41%. African-Americans, Latinos, those with high school education or less and those who work under 15 hours/week also show significantly lower broadband adoption rates.

Senior adoption rates are particularly concerning, as they comprise 18% of our population, growing to 24% by 2015. A New York Law Communications Institute report to FCC explained the barriers for seniors: lack of education/training, negative perceptions, and not understanding broadband’s usefulness. More than 30% of SF seniors are linguistically isolated. Research links social isolation to health and mental health issues, including chronic disease and depression, which studies show can be reduced 20% just by searching the Internet.

We also know that a high number of SF youth live in homes without broadband. Students without broadband have a clear disadvantage to those more fortunate, which risks amplifying the digital divide for future generations.



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Our Solution: San Francisco will build on our extensive digital inclusion experience (sfgov.org/techconnect, TIAP, CWEIS) by focusing on services to vulnerable populations in three areas.

Broadband Adoption by Seniors: DAAS will provide highly customized training and education programs in a Teaching to Function approach, with the objective of helping seniors and adults with disabilities understand how broadband access will be useful to them in their daily lives. In addition to basic computer and Internet skills adapted for special needs, training will address other barriers, providing social media tools to help individuals overcome social isolation; access resources for healthy aging; slow the progress of cognitive impairment; and learn skills to increase income.

The Public Broadband Space (SF-PBS): SF-PBS will create excitement and leverage interest in digital media content to generate measurable increases in broadband usage and adoption. SF-PBS will drive broadband adoption by creating publicly accessible broadband “streams,” for viewing digital media content, and by providing the training and tools to teach content producers to use broadband as part of the content creation process. SF-PBS will focus on African-American, Latino and Asian populations, members of low-income families, and the unemployed. We will also work with schools and community partners to develop media learning programs for youth, to build on the high interest in digital media.

City College Business Incubator, Home-Based Business Skills and WiFi Training. City College proposes a business incubator, with office space, broadband connection and computers for those without broadband to go to conduct home-based businesses. City College also will offer new courses teaching modern employment skills for in-home business, and will expand its WiFi Training Program to teach skills in this new industry.

Goals of BTOP: SF-CBOP will provide broadband service to underserved consumers and neighborhoods, by providing services at computer centers in Chinatown, Bayview, Visitation Valley and other low income neighborhoods, and bringing access and training to facilities that serve our most vulnerable residents.

SF-CBOP will provide access, equipment and training in schools, libraries, community colleges and community support organizations. Comprehensive programs will be customized for vulnerable populations in at least four languages at senior centers and public housing, including



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supportive housing for persons with mental health issues, and for persons with mobility and sight disabilities, Equipment and training for digital media, youth and job development programs will be available in Library branches, City College, public schools and community anchors in all areas of the City, but focusing on underserved areas.

SF-CBOP will stimulate demand for broadband by teaching those without broadband how it improves and enhances their lives by making social connections, using tools for sustaining health, experiencing and creating digital media, and opening doors for earning income. By providing broadband to our community anchors at symmetrical speeds not typically available to consumers, we will drive demand for high quality broadband at home.

We'll enhance service for health care, education and children. Specialized senior programs will offer online tools and activities to end isolation, provide unique resources to improve health and wellbeing. The projects' digital media services will comprise a test bed for new digital media education tools, and create content and online educational resources for School District and City College curriculum. Digital Media partners will provide educational tools and training for disadvantaged youth designed to focus their passion for digital games, music and video.

The City College business incubator, business, WiFi training, and digital media training, will enhance workforce development and create job opportunities for participants.

Ability to Replicate: Our sustainable broadband adoption model will develop best practices and tools that will inform other communities. Many of our proposed services rely heavily on interactive educational and information tools that can be accessed anywhere broadband service is available. Our senior services, which will provide extensive hands-on training to enable seniors to gain comfort and interest in broadband, can be shared and replicated by other communities. Our proposed resources can deliver beneficial online services in any community, and may serve as an exciting model for broadband adoption.

12. Recovery Act and Other Governmental Collaboration:

The CBOP will leverage Recovery Act objective and federal and state development programs in specific ways and is in itself an opportunity for participating San Francisco institutions to collaborate.

The One Stop Career Link PCC that will be created from the requested funds will be leveraged with approximately \$2 million in Workforce Investment Act (WIA) and Community



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Development Block Grant (CDBG) funds to create opportunities for job seekers to access computers and training. It is also hoped the funds will supplement the cost of training and computer maintenance. The funds received from this grant will greatly expand the service levels at the One Stop Career Link Centers.

The senior based PCCs will strengthen San Francisco’s robust offering of evidence-based Chronic Disease Self Management Programs (CDSMP), delivered by public agencies, private hospitals and non-profit CBOs. In addition to local government and private funding, we have been competitively selected by the State of California for an HHS-Communities Putting Prevention Together ARRA application. If funded, the City would receive \$120,000 for small group health promotion trainings in many of the PCC locations. BTOP funding will enable the City to join with National Council on Aging to provide the Online version of CDSMP in the PCCs as well, and to develop an on-line after-site of health resources in four languages, and moderated peer discussion to continue the engagement and motivation of hundreds of participants in healthier living.

The CBOP will allow new forms of collaboration among participants. The One Stop Shops and the senior centers plan to use courses on establishing in-home businesses proposed by City College as part of the companion SBA application within their centers. The City’s CCI infrastructure will allow remote video collaboration among participants across the City in digital media creation and job related skill development.

13. Technology Strategy:

The broadband connectivity and hardware associated with the SF-CBOP SBA application will be provided through concurrent CCI and PCC grant applications. SBA services/training will be delivered at PCC anchor sites, including Senior Centers, San Francisco Housing Authority locations, San Francisco Public Library branches, City College and community partner anchors. The specific technology plans for each of the SBA funding areas are described below.

DAAS Senior Services - DAAS will contract with service providers to deliver and maintain the technical services offered to seniors and disabled adults. DAAS will contract with CommunityTechnology Network for support of Senior PCCs, and Community Living Campaign for the TYZE hosted website. National Council on Aging will maintain and host the Health Promotion Site.

San Francisco Public Broadband Space (SF-PBS) - With funding from the CCI application, SF-PBS will extend a portion of the City’s existing Community Broadband Network to provide a



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digital media fiber ring to a core group of community media anchors located in underserved and/or economically disadvantaged areas of the City. Each digital media anchor would receive symmetrical access to the bandwidth necessary to share large HD video and multimedia files over the fiber ring. Digital media workstations that are specially configured with hardware and software for digital media content development will be available at participating PCC Sites. Library Branches (and Mobile Hotspot), community partners and City College will provide media labs and training resources. Selected Library labs will be configured for users with disabilities.

SF-PBS digital media partners Bay Area Video Coalition (BAVC), City College (EATV) and DT will design and build an innovative Public Broadband Space, a public-facing web portal for distribution of multiple digital media streams. This web portal will be the launching pad for digital media content, training, outreach and awareness programs. BAVC, EATV and DT will develop and maintain the web servers, backend and connectivity to support a web portal page dynamically fed RSS feeds from trusted sources and from anchor sites through the digital media fiber ring. A minimum level of curation will be included in the design that assures diversity of content, timeliness and the construction of metadata standards that reflect ongoing usage data. Once built the service is designed to function with a minimum of operations staff.

City College Business Incubators, Home-Based and WiFi Training - City College will provide these services by expanding and upgrading technology and services at its existing locations: 140 computers and furniture for workspaces and WiFi training lab, 80 VoIP telephone for workspaces and equipment for WiFi training. The WiFi Training will give students who are pursuing technical careers the opportunity to learn details of the IEEE 802.11n standard and will gain hands-on experience with equipment.

14. Innovative Approach:

DAAS Senior Services - Working with 24 partnering CBOs, we'll confront barriers to broadband use by providing vulnerable adults valuable, relevant broadband services. Teaching to Function, will let vulnerable persons recognize, choose and learn to use broadband applications designed to enhance their individual interests and abilities: SKYPE, e-mail, social media to see or speak with family and friends anywhere in the world; cognitive fitness and a unique online site to be created with NCOA to promote healthy aging; and TYZE, creating online support networks around isolated individuals. Outreach, training, individual coaching in several languages and computer access will be provided in small public computer centers in Senior and Adult Day Centers, a



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Vision Disability and Transitional Employment Center, Senior/Disabled Public Housing, Affordable Non-Profit Senior Housing, and Supportive Housing for adults with mental health issues.

Public Broadband Space (SF-PBS) - We will use the high interest in digital media to attract members of targeted populations to broadband, and to promote digital media training and skills development. We will employ a variety of methods to drive members of targeted groups to the digital media content and training pages, including links on the start-up pages of public computer center PCs. Our digital media partners will support entry level and intern positions for graduates of the program. Educators now see value of digital media for teaching skills such as collaboration, critical thinking, problem solving, creativity, and technological and media literacy. SF-PBS, with our education partners, will become a test bed for such new educational tools, which will become a replicable model for both stimulating broadband adoption and for teaching students in the broadband environment.

City College Home Business Incubator/Training - City College proposes a designated Business Incubator, courses on modern employment skills for in-home business and an enhanced WiFi Training Program. The business incubator will provide office space, broadband connections and computer hardware and software to conduct home-based business activities at locations in or near underserved communities. Participants will enjoy the advantages of shared support services, equipment security and an existing high-speed Internet connection. As a complement to the Business Incubators, City College will offer specific courses that will provide individuals with modern employment skills for in-home businesses. The courses are eBay Reseller, Online Call Center Agent, Online Help Desk Technician and Transcription Services. Each course will be delivered by City College instructors in an on-line or face-to-face method as appropriate. By enhancing and improving the WiFi Training Program at City College, students who are pursuing technical careers will have the opportunity to specialize in this field.

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



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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: Jobling, Marie
Email: info@sfcommunityliving.org
Address 1: 2000 Van Ness Avenue #411
Address 2:
Address 3:
City: San Francisco
State: California
Zip Code: 94109
Organization: Community Living Campaign (CLC)
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Contractor
Name: Griffiths, Kami
Email: kami@ctnbayarea.org
Address 1: 390 Valencia St.
Address 2:
Address 3:
City: San Francisco
State: California
Zip Code: 94103
Organization: Community Technology Network
Organization Type: Non-profit Corporation
Small business: No



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Socially and economically disadvantaged small business concern: No
<p>Project Role: Contractor Name: Chung, Anni Email: annic@selfhelpelderly.org Address 1: 407 Sansome St. Address 2: Address 3: City: San Francisco State: California Zip Code: 94111 Organization: Self Help for the Elderly (SHE) Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Greenberg, Jay Email: jay.greenberg@ncoa.org Address 1: 1901 L Street, N.W.4th floor Address 2: Address 3: City: Washington State: District of Columbia Zip Code: 20036 Organization: National Council on Aging (NCOA) Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Heasley, Richard Email: rheasley@conard.org Address 1: 1385 Mission, Suite 200 Address 2: Address 3: City: San Francisco State: California Zip Code: 94103 Organization: Conard House Organization Type: Non-profit Corporation Small business: No</p>



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Socially and economically disadvantaged small business concern: No
<p>Project Role: Contractor Name: Eastman, LaNay Email: leastman@sfadulthood.org Address 1: 221 Main Street, Suite 300 Address 2: Address 3: City: San Francisco State: California Zip Code: 94105 Organization: San Francisco Adult Day Services Network (ADSN) Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Davies, Ramona Email: rdavies@ncphs.org Address 1: 3150 20th Avenue Address 2: Address 3: City: San Francisco State: California Zip Code: 94132 Organization: Northern California Presbyterian Homes & Services (NCPHS) Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Davis, Rufus Email: davisru@sfha.org Address 1: 440 Turk Street Address 2: Address 3: City: San Francisco State: California Zip Code: 94102 Organization: San Francisco Housing Authority Organization Type: Non-profit Corporation Small business: No</p>



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Socially and economically disadvantaged small business concern: No
<p>Project Role: Contractor Name: Abrahamson, Kathy Email: kabrahamson@lighthouse-sf.org Address 1: 214 Van Ness Avenue Address 2: Address 3: City: San Francisco State: California Zip Code: 94102 Organization: Lighthouse for the Blind and Visually Impaired Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Ikeda, Ken Email: ken@bavc.org Address 1: 2727 Mariposa Street, 2nd Floor Address 2: Address 3: City: San Francisco State: California Zip Code: 94110 Organization: Bay Area Video Coalition (BAVC) Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Podenski, Francine Email: fpodenski@ccsf.edu Address 1: 50 Phelan Avenue Address 2: Address 3: City: San Francisco State: California Zip Code: 94112 Organization: City College of San Francisco Organization Type: Non-profit Institution Small business: No</p>



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Socially and economically disadvantaged small business concern: No

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

Key Partners: DAAS will oversee services in the PCCs serving seniors and adults with disabilities, with 1 FTE collaborating with 24 community services provider/contractors and forming new partnerships with CTN, a cyber inclusion organization and National Council on Aging. 9+ BTOP FTE's dedicated to the program will be housed in partner organizations working closely with DAAS. In-kind services will be provided by existing staff at 48 locations and by 150-300 volunteers. DAAS' key partners include: Community Technology Network: CTN, is experienced in digital inclusion and capacity building to sustain technology programs. BTOP will fund 2FTEs to assess center needs and barriers to access, and interests of new users; recruit/train/manage technical volunteers to help deploy 200 computers to 26+ centers; recruit/train/manage tutors to provide classes and one-on-one training in 5 languages; measure impact; train and support center staff for sustaining program goals. CTN will bring an average of 750 hours of training to 26+ centers, train 3,000 underserved seniors, coordinate up to 300 volunteers to provide 24,000 hours of training yearly to create a community of committed volunteers and trained senior center staff. Community Living Campaign: CLC Creates online networks of support around individuals, they'll make 40 outreach presentations and 30 training sessions to seniors and persons with disabilities each year to encourage participation in and operate TYZE on-line support for daily living. BTOP will fund .9 FTE Director and .75 FTE Coordinator. CLC will recruit and train volunteers and identify persons in need for TYZE networks at Libraries, Senior PCCs, and senior/disabled housing. CLC provides a cash match of \$44,000 annually, from Robert Wood Johnson, TrueNorth & Gerbode Foundations.. Self Help for the Elderly: Will train in Chinese Language Software at senior centers throughout San Francisco. BTOP funding will pay their highly skilled trainers \$25 per hour for at least 300 hours of classes; no fee will be charged attendees. National Council on Aging: NCOA/DAAS jointly will develop online resources including streaming video content and maintain an online community focused on healthy aging and chronic disease self management (CDSMP) based on the Stanford model small groups taught at health and senior centers nationwide. HHS/CDC is investing in the trainings through CPPW ARRA grants that we will leverage with a new online component. NCOA will provide a significant match including: web site design, a replicable online community template; server hosting in secure environment; content management; bulletin board monitoring, and generating usage statistics, DAAS will create multi-lingual content and



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train moderators. Conard House , supportive housing for adults with mental health issues, will match 1BTOP FTE with .37 FTE at 8 residences and 2 case management sites, providing online training for supportive employment, health and community living skills. San Francisco Adult Day Services Network : facilitates the SF adult day services centers to enhance life for frail seniors and adults with disabilities. The ADSN director will oversee training/lab coordination for eight centers, and support staff and clients to learn, use and adopt Broadband. San Francisco Housing Authority: Will provide on- site staff to coordinate and schedule with CTN, TYZE and SHE trainings at six senior/disabled public housing buildings. Northern California Presbyterian Homes & Services: develops a public Cyber Cafe in the Tenderloin. As in-kind, they will renovate the space, provide staffing, tutoring; a cash match of \$16,000 from RWJ Foundation to support TYZE networks. Lighthouse for the Blind and Visually Impaired: BTOP funds provide new PCC lab equipment for rehabilitation for persons with limited or no sight. Workstations will be available during all open hours. Lighthouse will provide visually impaired persons with specialized training for employment transition.

Public Broadband Space (SF-PBS) Key Partners: SF-PBS will be a collaborative between three City agencies (DT; Public Library; and Department of Children, Youth and their Families (DCYF), and two key partners: San Francisco City College EATV, the education access channel, and Bay Area Video Coalition (BAVC). the City’s nonprofit public access channel operator. DT and the City’s government access channel, SFGTV, will administer SF-PBS, and provide expanded video streaming services, “community producer” internships and a series of PSAs and other outreach materials to raise awareness for the project. The Library will provide specialized digital media workstations (through our PCC Grant Application) and Media Labs at 10 branches, including the Mobile Hotspot. DCYF will administer two contracts, funding youth-focused nonprofit partners. One contract will fund youth digital media training and services through our digital media partners VYDC, BAYCAT, Streetside Stories, Foster Youth, Community Technology Center and Boys and Girls Clubs. The other DCYF contract will be for computers and training at 8 designated Beacon Center technology labs for students (see support letters). All SF-PBS nonprofit partners will be required to contribute 15-20% in-kind match to receive funding under these contracts. City College will develop online instructional components and a scholarship program for target populations. BAVC will develop and administer digital content portal pages, coordinate the content providers and provide access to production equipment and specialized training. City College and BAVC will contribute approximately \$ 1,275,000 in PEG funding for equipment costs.



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Some SF-CBOP Partners also participate as community anchor institutions and, in some cases, public computing centers. If the CCI application is funded, community anchors will receive broadband access at cost-based rates.

D. Congressional Districts

20. Applicant Headquarters

- California

21. Project Service States

California

22. Project Service Areas

California - 8

California - 12

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

- No

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

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

No

E. Community Anchor Summary

26. Community Anchor Institution



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Schools (k-12)	17
Libraries	23
Medical and Healthcare Providers	6
Public Safety Entities	0
Community Colleges	1
Public Housing	42
Other Institutions of Higher Education	0
Other Community Support Organization	58
Other Government Facilities	0
TOTAL COMMUNITY ANCHOR INSTITUTIONS	147
27. Minority Serving Institutions	
Historically Black colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	0

F. Demographics



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

➤ Yes

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

Black/African-American

Asian

Native American or Native Alaskan

Native Hawaiian or Pacific Islander

English as Second Language (ESL)

Disabled

Low Income

Unemployed

Senior Citizen (55 and over)

Youth

Other:

29. Vulnerable Populations

Non-White: SF-CBOP will concentrate its programs in predominantly non-white communities in San Francisco. For example, Library programs will use BTOP funds serve neighborhoods with large racial and ethnic minority populations within San Francisco. The Library proposes to house training and media labs at the Anna Walden/Bayview Branch has a service area that is 47% African American, the Visitacion Valley Branch has a service area that is 55% Asian, and the



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Mission Branch has a service area that is 48% Hispanic. Similarly, City College’s South East Campus serves the Bayview neighborhood.

Seniors and Disabled: DAAS in collaboration with 24 partnering Community Based Organizations (CBOs) will meet the needs of seniors and adults with disabilities by creating 30 new computer centers, upgrading an additional 12, where there are a limited computers available. Outreach, training, individual coaching and computer access will be provided in small public computer centers located in 21 senior centers, 8 Adult Day Centers, 1 Vision Disability Access and Transitional Employment Center, 6 Senior/Disabled Public Housing Complexes (SBA), 2 affordable senior buildings operated by non-profits, 8 supportive housing buildings for adults with mental health issues, and 2 publicly available case management centers. DAAS will teach basic computer skills in a “Teaching to Function” approach, which starts where the person is in their ability and interests, and helps them determine what they will find engaging with respect to broadband use.

Low Income: The SFHA centers will provide computer center access to San Francisco’s poorest residents. San Francisco Housing Authority provides housing to over 10,000 San Franciscans with an average household income of 14, 882. With BTOP funds all residents will have broadband access via computers at their development. Digital media skills training and educational resources will also be available at these locations.

Unemployed: The One Stop Shop Career Link Centers are in place to serve individuals with multiple barriers to employment. The Library will provide workshops for the unemployed to help unemployed build job skills and work on resumes. City College will develop and offer digital media curriculum, and programs to encourage in-home business skills, including Business Incubators center, courses teaching home-based business skills and WiFi Training.

Youth: The DCYF/Beacon Center and SFUSD programs both address the needs of San Francisco’s youth. The Beacon Centers offer afterschool programs to over 6000 youth at 12 schools. The SFUSD programs will create mobile computer labs at an additional nine schools, to be used for online advanced placement and credit recovery classes. DCYF digital media partners will also fund development of educational resources and training in digital media skills.

30. Accessibility



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The CBOP program will provide accessible services in a variety of ways. Many of the proposed sites primarily serve the disabled; others will be equipped with accessible hardware and software.

Senior and Disabled: All of the 42 PCC locations served by DAAS and its 24 CBO partners serve persons with disabilities as part of their regular mission. Their purpose is to provide a welcoming, safe and supportive environment, culturally sensitive and accessible for all. The centers' staff are linguistically and culturally attuned to the diverse populations they serve. Each neighborhood Center has a different cultural, linguistic mix, whether Russian, Samoan, Filipino, Chinese, Central American or African American, to name some of the clusters of neighborhood ethnicities. Every center is ADA compliant. Equipment in the Centers will include a choice of pointing devices, vision enhancement software such as Zoom Text, voice input and hearing devices, and other accessibility enhancement options including wheelchair accessible workstations. Most importantly, the staff and the visiting computer instructors and coaches will be focused on inclusion and Teaching to Function, both in terms of the interests of the individual and their abilities.

Library: The Mobile HotSpot vehicle will be equipped with a wheelchair lift and one designated broadband workstation will serve users with disabilities. Several workstations in the pool of training laptops will be designated for ADA users, with large type keyboards, track-ball mice, Zoomware, etc. Sign Language interpretation will be made available as needed. In addition, BTOP funding will be used to each branch neighborhood library will have at least one fully accessible workstation.

OEWD: The One Stop Career Link Centers will receive new assistive learning technology equipment. These funds will be leveraged against a special grant that OEWD received to integrate services for people with disabilities in the Centers in a friendlier and accessible manner. OEWD will expand its services to provide access to individuals with oratory challenges and terminally ill individuals.

SFHA: Six of the SFHA developments are devoted to seniors and people with disabilities and participate in the DAAS program described above, all will have accessible computers.

DCYF: DCYF partners providing services to youth must meet ADA accessibility standards and will provide availability to specific equipment, software and training to serve the needs of youth with disabilities.



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31. Other Languages

English as a Second Language: As 45.7% of San Francisco households are designated ESL households our instruction and outreach will be provided in other languages, especially Cantonese, Mandarin, Spanish, Russian and Vietnamese in order to reach these populations. The Library, DAAS and OEWD programs will all use multiple languages. DAAS training and education programs will be offered in at least four languages (Spanish, Chinese, Russian and English). Some training and tutoring will be made available in other languages such as Tagalog and possibly Japanese and Korean. The NCOA health content development partnership project will include streaming video production in all these languages.

G. Project Budget

32. Project Budget	
Federal Grant Request	\$7,931,847
Total Match Amount	\$2,921,056
Total Budget	\$10,852,903
Match Percent	26.9%

33. Projects Outside Recommended Funding Range:



34. Sustainability:

Once established, the Public Broadband Space is designed to function with a minimum of operational costs. Digital media partners will continue to provide content, which will be augmented by new producers completing the instructional programs. Once the web portal and content gathering processes are deployed, the public digital media content streams will operate with very low maintenance and labor costs. Likewise, the online training resources are designed to be stand-alone, and may be accessed and completed by trainees with very little, if any, in-person assistance. Therefore, even without additional funding, the project may continue beyond the three-year project term.



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Some of the services proposed, particularly those for seniors and the adult disabled, rely on in-person training, which requires ongoing costs for trainers and administration. Although use of volunteers to fill these positions can reduce program costs, the fact remains that, at the end of the grant funding cycle, these services require additional funding sources to continue.

However, we believe that the social, educational and workforce development benefits of this project—the value of digital media as an instructional tool, the distance learning techniques employed and the strong digital media/social networking skills and experience exhibited by our trainees once they become broadband competent--will be seized upon by educators and businesses in the Bay Area and nationally, and that we can leverage this value to secure additional funding to continue and expand the project in future years.

35. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	Matching funds include \$1,110,000 in cash for digital media production equipment from the applicant, from public, education and government support fees from state-franchised video service providers, and \$125,000 match (50%) for production of PSAs; 50% cash and in-kind match from City College for labor, fringe, supplies, equipment, and construction, \$285,292; and matching requirements on all contracted services amounting to \$1,400,764 (25%), some of which will be in-kind. Total of matching contributions is \$2,921,056 or 26.9% of the entire project cost.
Unjust enrichment	NA
Disclosure of federal and/or state funding sources	

36. Budget Narrative	
Budget	PERSONNEL: The CBOP SBA will pay for 10 FTE at a total cost of \$1,575,246



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narrative	<p>and a cost to BTOP of \$1,500,996. This will include 3 full time instructors to teach digital media, broadcast technicians to manage the digital content, 5 trainee coordinators, and 2 administrators. In addition, it will include 2 part time peer mentors from City College.</p> <p>FRINGE BENEFITS: Total costs are \$268,188 with a cost to BTOP of \$256,146. Fringe benefits are calculated at a rate of 29% of the base salary for City employees and 22.3% for City College employees. The rate is not applied to part time, student workers that will be part of the project.</p> <p>TRAVEL: Travel is limited to 288 site visits and 3 trips to conferences to share best practices, at a total cost of \$4,650 to BTOP.</p> <p>EQUIPMENT COSTS: Total costs of \$1,783,399 with a cost to BTOP of \$504,399. Summary of Equipment costs: Applicant equipment includes build and maintain a public portal and back-end media storage and access system to store, stage and distribute digital media content (lines 65-72) and video production and related costs for trainees to produce community content for the web portal (lines 75-94). User equipment includes nine camera kits and equip 5 small studio spaces in community sites (lines 101-102), which will be available to students and graduates of the training. City College requires equipment for incubator workspaces and WiFi training lab.</p> <p>SUPPLIES: Total costs are \$10,000 with cost to BTOP of \$5,000 for printer cartridges.</p> <p>CONTRACTUAL: Total costs are \$5,888,691 with a cost to BTOP of \$4,187,927. Costs Include: DAAS Senior Services Contracts: Community Technology Network to manage 156 volunteers at Corporation for National and Community Service rate; Community Living Campaign – TYZE; Conard House; San Francisco Adult Day Services Network; Self Help for the Elderly; National Council on Aging; three Community Technology Center Liaisons (lines 136-142). Public Broadband Space: BAVC will train 10 trainers (line 143). DCYF contracts would re-grant to our youth media partners and Beacon Center youth programs (lines 144-145).</p>
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	<p>CONSTRUCTION: Total costs of \$50,000 with cost to BTOP of \$25,000 for upgraded lighting and paint for WiFi training lab.</p> <p>OTHER: Total costs of \$526,250 with a cost to BTOP of \$401,250 for outreach costs; video content for streaming.</p> <p>INDIRECT COSTS: Applicant charges 16.4% of direct costs excluding equipment costs, \$1,046,479.</p> <p>TOTAL COSTS OF PROPOSAL: Total cost of projects: \$10,852,903; Applicant Match: \$2,921,056 (26.9%); Federal Funds Requested: \$7,931,847.</p> <p>Spending Plan: Consistent with Project Timeline, the equipment, construction will occur within the first two quarters after award. Personnel costs will occur during the duration of the project at a consistent pace. Contracted services for operating labs and providing technical training will occur as centers are completed, reaching a steady pace in the third quarter.</p>
<p>Budget reasonableness</p>	<p>The total proposed budget for SF-CBOP SBA programs is \$10,852,903, with the BTOP program funding \$7,931,847. This funding will go to contract services and training for senior broadband activities and training, equipment and development of digital media online portal, training and equipment for digital media producers to create content to encourage broadband adoption. The funding will also support development of a business incubator, in-home business training and WIFI training. The SF-CBOP program is targeted to vulnerable populations that face multiple barriers to adoption, including disability, social isolation, poverty and language. Surmounting these barriers will be challenging. The “low hanging” fruit with respect to broadband adoption has been plucked, so that the cost for supporting further adoption is substantial.</p> <p>The CBOP’s senior and disabled programs illustrate the challenge. The vulnerable populations served will have varying degrees of functioning and will require one-on-one coaching and instruction. The senior center computers will have larger screens, track ball alternatives to the standard mouse and specialized software for voice recognition and ease of use.</p>



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	<p>Despite these challenges, CBOP costs will be reasonable. The CBOP will rely on City College for curriculum development, Bay Area Video Coalition (BAVC) web portal development and content oversight, and contract services to established senior and disabled service providers and youth computer and digital media programs that have established track records for success.</p> <p>Great effort has been made to contain the cost of training and support. The senior and disabled training program will rely heavily on volunteers; with an anticipated 150-300 volunteers used each year. Over the course of three years, at an average hourly value for volunteer services of \$19.49, this will be a value to the CBOP of \$620,250. The City College and media partners will rely on student interns for training and support that creates both cost savings and job training benefits.</p> <p>In the end, our goal is to increase broadband adoption by 52,000 over three years. Under this budget this can be accomplished at a cost of \$207.11 per each new user.</p>
Demonstration of need	<p>The CBOP program would not be able to proceed without BTOP funding. San Francisco faced a \$438 million shortfall in fiscal year 2009/10. According to the most recent Joint Budget projection by the Mayor, Board of Supervisors and Controller, the budget shortfall will increase in the next two years: http://www.sfgov.org/site/uploadedfiles/controller/budget_information/Joint_3year_Report_FY_2009-10pdf.pdf</p> <p>The budget outlook for the City’s partner agencies, such as the SFUSD and City College show that they too are facing severe budget shortfalls. The SFUSD is currently seeking to close a two year projected budget deficit through 2011-12 of \$113 million: http://portal.sfusd.edu/template/default.cfm?page=business_services.budget_updates</p> <p>City College also faced a budget shortfall of \$18 million in 2009-2010 and anticipates a deficit of between \$10 and \$15 million in 2010-2011: http://www.ccsf.edu/NEW/ccsf/en/employee-services/district-business-office/budget.html</p> <p>Without BTOP funding currently available public computing resources will likely</p>



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	<p>be reduced, as the City and other agencies struggle to close large budget deficits and look to reduce expenses for replacing and maintaining computers.</p> <p>Funding for the CBOP does not exist in the City or the partner agencies.</p>
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37. Funds to States/Territories

States	Amount of Federal Grant Request
California	7,931,847

Funds to States/Territories Total: \$7,931,847

H. Historical Financials

38. Matching Funds			
	2007	2008	2009
Revenue	3,584,102,000	3,672,587,000	3,680,785,000
Expenditures	3,364,138,000	3,539,270,000	3,648,648,000
Net Assets	1,871,011,000	1,585,056,000	1,305,203,000
Change in Net Assets from Prior Year	76,393,000	-285,955,000	-279,853,000
Bond Rating (if applicable)	Aa3	Aa2	Aa2

I. Program Benefits

39. Jobs	
How many direct jobs-years will be created from this project?	75
How many indirect jobs will be created from this project?	56



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How many jobs will be induced from this project?	42
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40. Methodology used to estimate jobs:

We will use the instructions in the December 19, 2009 Memo from the Office on Management and Budget's Updated Guidance on the American Recovery and Reinvestment Act – Data Quality, Non-Reporting Recipients, and Reporting of Job Estimates.

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?	24000
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?	40
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?	28000
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	\$207.11

42. Measuring Adoption Impact:

Applicant will use the City and County of San Francisco Controller Office annual City Survey to measure overall increases in broadband adoption. In 2009, the Controller conducted a comprehensive survey of broadband adoption in the City that established a baseline and identified target demographic groups with statistically lower broadband adoption rates compared to City residents in general. We will work with the Controller to ask the same questions in follow-up surveys in the first and third year of the project to document increases of broadband adoption among the target populations identified in the 2007 survey. These follow-up surveys will provide a general measure of the overall impact of the program

To assess changes in the perceptions of members of target groups about broadband, Applicant will administer customized participant population surveys at the beginning of project implementation, and then annually throughout the life of the project. The survey tool will measure participant attitudes about broadband, and what kinds of broadband services they feel



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have been the most helpful and engaging. By collecting data over the course of the project, we will be able to measure the degree to which perceptions of broadband become more positive.

To assess the degree to which members of target groups gain the needed training and education for broadband use, we will track the hours of training provided at PCCs, numbers of participants in the training, and survey their assessment of the usefulness of the training. We will also use surveys to identify the number of new individual broadband subscribers, by asking those who access broadband at the PCCs if they subscribe to broadband at home. We will also provide information about how low income participants may acquire discounts for computers and broadband access (if available).

The Applicant will gather and analyze a variety of aggregate data available from the digital media services offered, including the number of “hits” on broadband adoption service links from PCC computer start-up screens, and usage data to track usage level and document increases. Many of the interactive services we will offer can provide customizable use data, for example the TYZE program can track the numbers of seniors who become broadband subscribers as a result of this program. We will conduct voluntary online surveys of resource users to determine whether the target groups are participating and the specific impacts of on broadband adoption among target groups.

All the centers included in the Senior and Disability Sustainable Adoption Project collect the data we will track, as it is necessary to provide detailed information to the State and Federal Government for the Older Americans Act and other programs offered through the centers by contract with the City. The Applicant will design a database for collecting this project data and provide analysis and reporting as part of the in-kind match.

43. Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	28080
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?	71
How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?	5



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44. Describe their qualifications (training and experience):

DAAS will provide customized training and education programs in a Teaching to Function approach, to help seniors and adults with disabilities identify how broadband access will be useful to them in their daily lives. In addition to basic computer skills adapted for interests and abilities, training will be designed to help individuals overcome social isolation (Skype and TYZE-online support & coordination for daily needs), acquire skills for healthy aging (CDSMP Online); slow the progress of cognitive impairment (brain fitness software); and learn skills to increase income (online job search and work-at-home training). Basic Internet search training will be offered and coaching on how to locate needed community resources. Working with non-profit partners Community Technology Network, San Francisco Community Living Campaign, and Self Help for the Elderly, (<http://www.youtube.com/watch?v=vlwtKywidhA>) among others, we will provide comprehensive training and support services to the 21 non-profits operating 42 PCC facilities and 6 senior public housing buildings. Nine FTEs throughout the partnership will be dedicated to the project in various roles, in addition to 150-300 volunteers, recruited from the Bay Area's robust technology community as well as the senior community. Onsite staff and volunteers will be included in a Train the Trainer model for sustainability. In addition to classes and individual coaching in basic computer skills, the specialized programs will appeal to the needs of the target groups. We expect these programs to reach 3,000 persons/year.

City College of San Francisco is one of the largest community colleges, providing educational services to more than 100,000 students annually. Four FTE CCSF faculty will develop customized curriculum, deliver computer-based training, including an incubation center/training for home-based jobs and businesses, and further enhance a WiFi training program. City College expects to offer services to an additional 1,000 students.

City College Broadcast Electronic Media Arts (BEMA) will employ 1 FTE instructor to develop and offer online digital media. Basic classes will include: Digital Media Skills, Podcasting; Vodcasting; Broadband Content Production (6 units credit), serving an additional 275 students/year.

Through DCYF, our youth focused nonprofit partners will provide contract training (8 FTE est.) targeted to middle/high school students from low income families and those living in public housing: BAYCAT will train 250 SFUSD teachers, 250 young adults and hire 25 young adults as interns/year; STreetSide Stories will train 1,800 youth/year at SFUSD sites, public and low income housing developments; Vietnamese Youth Development Center will train 50 at-risk



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youth. DCYF will also provide BTOP funds for contract services to 8 Beacon Centers to train 1700 youth/year (8 FTE est.). Bay Area Video Coalition (BAVC) will provide 10 “train the trainer” programs for media partner instructors.

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?	350000

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

Senior Services - DAAS will conduct a broadband awareness campaign targeted at seniors and adults with disabilities, reaching current and potential senior center attendees, housing site residents, and the general population. We will promote the broadband access, services and training through many channels. Announcements and training schedules will be sent out to our 100+non-profit provider partners throughout the City, including notices sent with home delivered meals to 1800 individuals. We’ll conduct a media awareness campaign of PSAs, and news articles will be sent to media and CBOs serving seniors and adults with disabilities, and faith and community organizations for inclusion in their newsletters. Staff in the centers and



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housing sites will raise awareness among residents through notices, and in-person presentations and encouragement. A high visibility “Seniors Connect” Transit Ad campaign will target these frequent bus riders, as well as passer-bys with placards inside and outside City buses in 2 separate runs, year 1 and 2.

Public Broadband Space - Outreach campaigns will target groups we have identified with the lowest levels of broadband adoption: minorities, residents of underserved areas, youth in disadvantaged families and the unemployed. Our primary outreach efforts will focus on the public computer centers, as center users are less likely to have broadband at home. We will post placards with project information at our community anchor sites, develop referral scripts for PCC trainers. We will highlight information and links on PCC computer startup screens and on the Public Broadband Space portal page to drive users to local digital content and training. As viewers watch the content, they will have the opportunity to link to information on media training, with messages such as, “Like this video? Want to make one like it? Click here to Learn more!”

Our digital media partners will create a series of TV and radio PSAs to encourage viewers/listeners to use broadband to access the project’s online content, and to participate in the training programs. Graduates of the media training will have the opportunity to work on the production of these PSAs. The messages will be tailored to be appealing to our target groups: “Tell your stories, show off your community/cultural celebrations, a cool way to learn a skill, become a citizen journalist,” etc. We will also buy targeted placements on commercial television and radio stations in the market, as well as provide for online distribution.

We will also rely on word of mouth from graduates of the training program to promote the services. In addition to receiving a certificate and college credit, graduates will be provided “business cards” to distribute in the community with information about the services.

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

The San Francisco Controller Office conducted a baseline survey of broadband use in 2009. The City Controller will perform follow-up surveys each year of the project to document increases of broadband use and adoption among the target populations identified in the 2007 survey to measure overall impact of the program, including the effectiveness if the awareness campaign. We will include questions such as “Have you heard of the program?” If so, how did you hear about it?”



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DAAS Senior Projects: We will measure the impact of the awareness campaign based on the numbers of new individual broadband subscriber, the number of new users of broadband services at the PCCs who receive training and education, and the changing perceptions about broadband among seniors and people with disabilities who access broadband through the proposed program. (See above, under Measuring Adoption Impact, for additional details).

Public Broadband Space: The City will gather and analyze the number of “hits” (times links are clicked) on the broadband adoption services at times when the awareness program is active. We will conduct surveys of a sample of resource users to determine how users heard about the services. The best indicator of awareness campaign effectiveness will be a measurable increase in broadband adoption.

J. Project Readiness

49. Licenses and Regulatory Approvals

None.

50. Organizational Readiness

The CBOP agencies have sufficient experience in information technology (IT) and operating constituent services to successfully implement this project.

The Dept. of Technology (DT), the lead agency for the CBOP, is the City’s enterprise information and technology services organization that provides proactive leadership in the use of technology and information solutions to improve the City's operations and service delivery. DT oversees extensive data and telecommunications networks which serve the City’s 28,000 employees. The department manages the City’s telephone, e-mail and public safety radio systems, as well as being responsible for a 60 mile fiber optic network and 400 miles of copper wiring. The City’s IT staff manages over 20,000 personal computers, so the new personal computers being acquired through this program represent a fraction of the number put into service in a typical year.

The City has also has a demonstrated commitment to digital inclusion. The programs being proposed as part of the CBOP follow the blueprint laid out by the City’s TechConnect Task



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Force. They also build on the City’s groundbreaking Network of Community Networks which has brought broadband to SFHA and other low income housing locations.

Just as important as the CBOP team’s technology experience, are its deep roots in serving constituent vulnerable populations. The San Francisco Public Library’s Main and 24 Branch libraries serve as an information gateway for all San Franciscans. The DAAS serves over 20,000 seniors annually through its non-profit operated senior centers, as well as serving home delivered meals to an additional 2,044. SFHA houses over 10,000 low income San Franciscans, while City College offers classes to over 100,000. These institutions are well rooted in San Franciscan’s daily lives and provide an opportunity to integrate broadband into the services they already deliver effectively. Some of these agencies have strong internal IT departments, others will rely on DT to more closely oversee the project.

51. Project Timeline and Challenges

SF-CBOP SBA Timeline

- Q1: Establish Administrative Functions; Hire/staff; negotiate agreements with partners; award contracts; procure equipment; installation and set-up, convene orientation/collaboration/leadership meetings; begin service and training components, conduct baseline surveys of identified groups; recruit/orient/train volunteers(continues throughout)
- Q2: Initiate computer center training and services (according to CCI and PCC timelines); procure, install/set-up remaining equipment; launch SF-PBS digital media portal; establish reporting procedures; collaborative outreach planning; launch initial outreach efforts; all contracts awarded; Train the Trainer workshops;
- Q3: Extend training and services to anchor sites/computer centers as they become available; distribute 1st series of PSAs; develop year one city survey questions; equipment installation complete; expand targeted outreach/ presentations; NCOA Content production;
- Q4: Continue launching new sites; outreach; reporting; review city survey for evidence of increased broadband adoption; all equipment installed and operational Collaborative leadership meetings; outreach/training continues; launch senior Wii online fitness tournaments; review training data add/adjust for demand and special interest; 1st Bus Transit advertising; volunteer appreciation event
- Q5-9: Continue program operational components, outreach and reporting DAAS/NCOA Health Promotion website launched; City College curriculum launched; multiple TYZE networks



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operational; follow-up usage surveys and analyze data/adjust training; share best practices; collaborative leadership and partner meetings; 2nd Bus Transit advertising; volunteer appreciation event; continuing PCC manager and Train the Trainer workshops
Q10-11: Develop sustainability/continuation plan; seek out continuation funding; develop year three city survey questions; convene partnerships and collaborative leadership
Q12: Implement continuation plan; review city survey responses and report broadband adoption increase; wrap-up services (if any) that will not continue post grant; volunteer appreciation event; Final accounting and reporting to NTIA.

One key challenge will be ensuring a quick and timely acquisition and set-up of the new equipment. To mitigate this potential impact we will work with a number of non-profit agencies with successful track records such as Community Technology Network, Community Living Campaign, Bay Area Video Coalition and others.

Another potential challenge is the low literacy level and language or communication difficulties of many of the target groups, as well as the challenge of working with unfamiliar devices, especially with seniors and adults with disabilities. These challenges will be overcome with peer support, encouragement and individual coaching, as well as through the philosophy of Teaching to Function. Potential cultural/language challenges will be addressed by providing instruction in at least four languages.

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.

Yes

All materials and equipment procured under this grant will be installed, stored or operated in existing community anchor institution facilities.

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?



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Yes

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.

Yes

Project includes only minor interior replacement of lighting and painting.

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

A significant part of this grant will fund trainings that will take place on a regular basis in schools, libraries, community centers, etc. that have been designated community anchor institutions (see Community Anchor Attachment).

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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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	Sybil BTOP Resume.pdf	Roberts, Brian	03/15/2010
Management Team Resumes and Organization Chart	NEW Chis A Vein Bio 3-1-10.pdf	Roberts, Brian	04/08/2010
Management Team Resumes and Organization Chart	Brian Roberts Resume.pdf	Roberts, Brian	04/08/2010
Management Team Resumes and Organization Chart	sfcbop org chart.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	Mayor Gavin Newsom 3.15.10.pdf	Roberts, Brian	04/08/2010
Government and Key Partnerships	NCOA.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	CBOP Support - City Librarian.pdf	Roberts, Brian	03/15/2010
Government and Key	9thSt-SF-CBOP.pdf	Roberts, Brian	03/15/2010



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Partnerships			
Government and Key Partnerships	BTOP KQED Letter of Support.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	Streetside-Letter of Support.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	Vietnamese Youth - LOI.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	BAYCAT.BTOP.Letterof Support.2010.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	Foster Youth LOS.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	BTOP_Letter_CCSF_2010.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	BAVC BTOP DM Anchor Institution Letter.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	Adult Day Centers.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	CLC Letter on BTOP.pdf	Roberts, Brian	03/15/2010



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Government and Key Partnerships	conard house MiniLab Proposal .pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	CTN - Letter of Commitment.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	Lighthouse for the Blind.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	NCPHS-Eastern Park Cyber Cafe.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	SF Senior Ctrs.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	SHE_BTOP.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	CBOP Support - SFUSD.pdf	Roberts, Brian	03/15/2010
Government and Key Partnerships	SFCBOP LOS DCYF.pdf	Roberts, Brian	03/15/2010
Historical Financial Statements	sf_basic_financials_2009.pdf	Roberts, Brian	04/09/2010
Historical Financial Statements	SF_Basic_Finance_Statement2008.pdf	Roberts, Brian	03/15/2010



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Community Anchor Institutions Detail	SBA Community Anchor Attachment.xlsx	Roberts, Brian	03/15/2010
BTOP Certifications	BTOP Certifications.pdf	Roberts, Brian	03/15/2010
Detailed Budget	Detailed Budget6.xls	Roberts, Brian	03/15/2010
SF424 A Budget	SF BTOP SBA form 424A pdf.pdf	Roberts, Brian	03/15/2010
SF424 B Assurances - Non-Construction	SBA SF424B Form.pdf	Roberts, Brian	03/15/2010