



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

Submitted Date: 3/14/2010 10:30:57 PM	Easygrants ID: 6814
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: COMMUNICATION SERVICE FOR THE DEAF, INC.
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Patty Kuglitsch

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A. General Application Information

Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	115077950
CCR # (CAGE)	1XSQ5
Legal Business Name	COMMUNICATION SERVICE FOR THE DEAF, INC.
Point of Contact (POC)	PATTY KUGLITSCH 6053675760 Ext. pkuglitsch@c-s-d.org
Alternate POC	PATTY KUGLITSCH 6053675760 Ext. pkuglitsch@c-s-d.org
Electronic Business POC	BENJAMIN J. SOUKUP 6053675760 Ext. bsoukup@c-s-d.org
Alternate Electronic Business POC	BENJAMIN J. SOUKUP 6053675760 Ext. bsoukup@c-s-d.org

Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	
First Name	Patty
Middle Name	
Last Name	Kuglitsch



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Suffix	
Telephone Number	800-642-6410
Fax Number	
Email	pkuglitsch@c-s-d.org
Title	

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

Project Role	Name	Phone	Email
Other Contact	Ms. Judy , Morgan	8006426410 1046	jmorgan@c-s-d.org
Secondary Point of Contact	Mr. Mark , Seeger	5127840013	mseeger@c-s-d.org

Other Required Identification Numbers	
Easygrants ID	6814
Funding Opportunity Number	500001
Catalog of Federal Domestic Assistance Number	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

Organization Classification	
Type of Organization	Non-profit Corporation
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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Authorized Organizational Representative	
AOR	KUGLITSCH, PATTY
Result	Notify

Project Title and Project Description

Project Title: Project Endeavor

Project Description: Project Endeavor goals: promote broadband adoption and educate 200,000 deaf/hard hearing consumers about benefits of having broadband through an awareness and outreach campaign; sign up 16,000 broadband users, offer discounted mini-notebooks and broadband connections to income-eligible consumers; employ 60 tiered support staff in specialized CSD contact center.

Other Applications

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

- No

Easygrants ID	Project Title

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

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

- No, Applicant is subject to these requirements

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
Ben Soukup	CEO	Communication Service for the Deaf, Inc.

B. Executive Summary, Project Purpose and Benefits

Essay Question

Executive Summary of the proposed project:

EXECUTIVE SUMMARY

Communication Service for the Deaf (CSD), Inc, a nonprofit 501(C)3 corporation based in South Dakota with more than 34 years of experience in providing communication access services for people who are deaf and hard of hearing, seeks funding for Project Endeavor, a national effort with two lead technical partners and multiple collaborators.

Sustainable Broadband Adoption (SBA) is an equalizing force that addresses the demonstrated importance of broadband for the deaf and hard of hearing community. Project Endeavor provides access to information, which is as important as clean air and water for this population who has been left behind.

CSD's primary mission is the provision of communication access for people who are deaf and hard of hearing. CSD is the nations largest provider of contact center services for people who are deaf and hard of hearing. CSD currently provides interpreting services, relay services, remote video services, and a variety of human service programs, all targeted at people who are deaf and hard of hearing. CSD is uniquely qualified as both a technology and human services provider.

Broadband has to be accessible and it has to be affordable to consumers. Project Endeavor, CSD will educate deaf and hard of hearing people about broadband to develop digital literacy skills



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that will allow them to be productive citizens, empowered and enabled to access healthcare, jobs, and our democracy.

Project Endeavor goals:

- promote broadband adoption and teach, educate and train 200,000 deaf and hard hearing consumers from across the country about the benefits of having broadband through an awareness and outreach;
- sign up 16,000 broadband users by offering the discounted mini-notebook and broadband connection to the most vulnerable consumers;
- create sixty (60) new jobs at CSD’s innovative state-of-the-art contact center in South Dakota (voice, text, video calls);
- ensuring digital literacy, consumers are fully equipped with accessible tools for communication (video/captions) and remote access to employment and human services, and
- deliver an overall project cost to BTOP of \$14,988,657 with an average cost of \$75 per person served.

Investing in CSD as the Project Endeavor provider assures that funding from the American Recovery and Reinvestment Act will reach deaf and hard of hearing people. Project Endeavor adheres to the statutory purposes and intent of the BTOP funding. CSD possesses the requisite expertise and technology to effectively communicate and serve this vulnerable underserved disability population.

Broadband technology is critical for this population. As we approach the next generation of emergency services through 9-1-1 voice, data, and video are essential tools for the deaf and hard of hearing population to gain access when this comes on board in the near future.

Broadband used to be a luxury and it is now a necessity and will be more so in the future. The deaf and hard of hearing community no longer uses the Public Switched Telephone Network (PSTN). Without access to both the PSTN and broadband, deaf and hard of hearing people cannot communicate with each other or with any one.

Project purpose:

CSD proposes a Sustainable Broadband Adoption project entitled, “Project Endeavor” that will target vulnerable unserved and underserved deaf and hard of hearing consumers across the nation to accomplish the following tasks:



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- to teach, educate and train over 200,000 consumers about the benefits of using broadband technology to become involved, productive and independent citizens;
- to sign-up 16,000 new subscribers by offering net books and/or discounted last mile services to consumers;
- employ a staff of sixty (60) Customer Service Representatives to provide tiered support services (video/captions);
- to offer next generation remote services via video communication to get an interpreter or captioning services, receive employment and job seeking skills or use behavioral health counseling services; and,
- to evaluate satisfaction of using broadband services and determine factors important for sustaining consumer subscription to broadband services.

These tasks will be accomplished using CSD’s expertise to create a national marketing and outreach program supported by a state-of-the-art contact center designed to include the continuum of consumer communication needs (voice based, text, and video communications).

Investing in CSD’s Project Endeavor assures funding from the Recovery Act meets one or more these purposes. Project Endeavor targets a vulnerable disabilities population – deaf and hard of hearing individuals – who are unserved or underserved. Project Endeavor creates 60 jobs. The individuals hired most likely will be deaf or hard of hearing themselves. All staff hired are trained to communicate effectively to teach, educate and train consumers about the benefits of using broadband. Project Endeavor stirs economic growth by providing net book equipment and/or discounted broadband services to individuals meeting the qualifications. Project Endeavor supports deaf and hard of hearing individuals develop job-seeking skills to secure employment or improved job skills and offers remote services that require high quality bandwidth. The combination of providing access to broadband and the ability to access needed services easily and at an affordable cost will demonstrate how broadband subscriptions can be sustainable for individuals with hearing loss.

CSD possesses the requisite expertise and technology to effectively communicate and serve deaf and hard of hearing individuals to ensure they are included in the new era of “digital inclusion” not left behind in the digital divide.

Roughly ten (10%) percent of the current U.S. population has a hearing loss. The National Institutes of Health in 2006 reported that more than thirty-seven (37) million adults in the United



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States had trouble hearing (ranging from a little trouble to being deaf), representing a substantial increase since 2000 when 31.5 million U.S. adults reported trouble hearing.

Without access to broadband technology, deaf and hard of hearing people are left behind. They are...

- unable to connect to the very telephone that every American has enjoyed for decades, via American Sign Language and Video through available Relay Services;
- unable to read captions of telecommunications through available Relay Services;
- unable to secure remote sign language interpreter services for medical, legal, governmental and employment situations;
- unable to access video and text based (captioned) remote employment training in American Sign Language (job readiness, interview training, and access to local employment services); and,
- unable to receive remote video (using American Sign Language) and text (captioned) services including behavioral health, educational services, and human services.

Consider the following statistics regarding the deaf and hard of hearing population in relation to education, employment, unemployment, and poverty. These statistics indicate how the potential of broadband services can impact the lives of deaf and hard of hearing individuals.

The U.S. Department of Education, Office of Vocational Rehabilitation, reports that:

- Only 8% of deaf students graduate from college
- 1/3 of all deaf adults rely upon government assistance
- Average income is 40-60% of hearing peers
- 40% of deaf adults are unemployed
- 90% are under-employed



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The National Center for Health Statistics, Data from the National Health Interview Survey, Series 10, Number 188 in 1994 indicates the following breakdown for people with a hearing loss (includes deafness and hard of hearing both) by age group.

The same National Health Interview report 29% of people with no reported disability are not in the labor force compared to that of 54.15 of people who are hard of hearing (almost double).

Over 70,000 children and youth were identified as receiving IDEA-related special education because the child had a “hearing impairment” of educational significance, reported in the Annual Report to Congress on the Implementation of the Individuals with Disabilities Education Act – IDEA Child Count prepared by the Office of Special Education Programs 2000-2001).

The 2007 Disability Status Report indicated people with disabilities experience a poverty rate of 24.7% compared to that of 9% for people without disabilities. And, the 2009 Barriers to Broadband Adoption reported individuals with incomes under \$20,000 per year have been shown to be the least likely to have adopted broadband technologies.

Recovery Act and Other Governmental Collaboration:

Technology Resources:

CSD is leveraging it’s state-of-the-art contact center technology resources to add a video call distributor component for Project Endeavor. In addition, CSD is equipping consumers with mini-notebooks to access and use what broadband has to offer.

With aligned partners CoSentry and SDN, CSD’s Project Endeavor will address all of the BTOP principles:

- **Broadband Adoption:** Project Endeavor will use a video and text enabled contact center approach for outreach and support, visually accessible training content, and a primary residence connect plan including the last mile provider of choice available in that area and CPE to enable visual communications.
- **Under-served Areas:** Project Endeavor will work with last mile providers to introduce affordable access and stimulate adoption bundled with CPE that is video and text enabled. Nationwide provisioning will begin 1Q2011 providing discounted wireless 4G broadband where



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available to income-eligible deaf and hard of hearing consumers. Non-income eligible consumers will be able to secure and purchase wireline broadband connections and CPE through our project at discounted costs and be direct billed by the provider of their choice, even if they are not income-eligible.

- **Stimulate Demand:** Project Endeavor has a multi-layered marketing and outreach campaign that will utilize innovative contact center technology and involve our many national collaborators who are known points of contact within their local “Deaf and Hard of Hearing Communities”; campaign methods include targeting traditional local and national events that draw members of this vulnerable population as well as broadcast, print and grass-roots engagement.
- **Public Safety Agencies:** While Project Endeavor does not serve public safety agencies, the broadband linkage provided for each new subscriber will assign a FCC governed 10-digit number to the video enabled CPE to use with the Video relay service provider of choice; this provides automatic location identification when registered with the video relay service provider of choice.

Technology Strategy:

Communication Service for the Deaf will be providing HP 5120 Mini Notebooks to consumers with Video software preloaded. These devices have an integrated 2.0 Mega Pixel webcam, to facilitate video communication. We will also provision a choice of wired broadband internet access or wireless broadband internet access for our customers to allow them equal access to communication services. The video software provided on the Notebook will be made by Polycom, one of the industry leaders in Video Communication. This will be a fully interoperable solution, allowing easy access for the user to contact their friends and family, emergency services, the video relay provider of their choice, and the video remote interpreting provider of their choice.

In order to service our customers in the best means possible we will want to allow them to communicate with us by their preferred method (ASL/video, TTY, Voice, Chat, Email). CSD’s existing Contact Center platform is fully capable of supporting all of these channels, the only exception being external Video. CSD has implemented a universal contact center platform based on CosmoCall Universe™ technology that will support email, chat, fax, voice, video, TTY, and fully configurable IVR and self help functionality in multiple languages. The system has N+1



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redundancy to ensure high availability, and is fully integrated with Microsoft Business Dynamics CRM allowing us to manage our customers more efficiently and provide end to end tracking of equipment. We have proposed to invest heavily in Video Integration of our system to support this contact method. This will allow us to provide better service to our customers, as well as give us the ability to hire deaf/hoh individuals to work in the contact center. To our knowledge this will be the first contact center capable of servicing individuals in all of these contact methods. This will allow us to help ensure that the underserved community of individuals identified has the same access to customer service as other population groups.

Our decision to utilize HP as the manufacturer for the netbook device will also allow us to staff a Support Center in house, providing technical training and HP Hardware certification to the deaf/hoh individuals that will be employed. This will allow them to gain valuable experience in a technical support setting communicating in their native language, and enhance their career development.

Innovative Approach:

Nothing like what CSD is proposing exists in any contact center in the United States today. CSD is leveraging its state-of-the-art contact center technology resources to add a video call distributor component. In addition, CSD is equipping consumers with mini-notebooks to access and use what broadband has to offer.

Consumers will use mini-notebooks with pre-installed connectivity to services that will be preloaded on the desktop. Wireline or wireless 4G broadband will be provisioned at a discounted rate. The selection of the broadband carrier will be vendor agnostic, and will involve the consumer in the final decision of what will best meet their unique communication access needs.

The Project Endeavor solution proposes to create conditions for broader adoption by providing discounted connectivity, accessible training and support, communication flexibility (video and text) and efficiency (contact center).

1. Provide a national marketing and outreach campaign that will result in more than 2,000,000 media impressions (tracked exposure to the campaign) and attract more than 200,000 unique deaf and hard of hearing individuals (inquiries) and 440,000 total household members, otherwise known as “broadband hopeful” consumers.



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2. Hire and train more than 60 “Project Endeavor Corps” of unemployed and underemployed people during the project period who are proficient American Sign Language (ASL), many of who will be Deaf and hard of hearing, who will work in a Video and Text enabled contact center based in Sioux Falls, SD.

3. Provide direct access to visually accessible content through the Project Endeavor Contact Center that incorporates innovative and unique technology allowing Customer Service Representatives (CSRs) who are fluent in ASL using a variety of mediums including video in ASL, instant messaging, TTY, I.P. Relay and enroll/sign up new broadband users who are deaf or hard of hearing. Using links to videos that are signed by deaf individuals on how to access emergency services, CSRs will explain how to gain access to local employment support, and acquire job seeking skills, access sign language interpreting services, and obtain local social services.

Project Endeavor actively engages consumers in the following types of interactions:

- a) become aware of broadband adoption options through the outreach and marketing campaign (presentation, flyer, postcard, exhibit, brochure, community anchors, etc);
- b) reach the contact center via video, TTY, instant messaging, pager, email or voice;
- c) experience an initial intake survey to assess needs and create a plan of service;
- d) receive tiered support for information, training, equipment, and an individualized broadband adoption plan.

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

- No

Is the applicant delinquent on any federal debt?

- No

If Yes, justification for delinquency:

- .



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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

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: Freiwald, Cris
Email: cfreiwald@cosentry.com
Address 1: 700 East 54th Street North Suite 200
Address 2:
Address 3:
City: Sioux Falls
State: South Dakota
Zip Code: 57104
Organization: CoSentry
Organization Type: For-profit Entity
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Contractor
Name: Whitsell, Brad
Email: brad.whitsell@sdncommunications.com
Address 1: 2900 W 10th Street
Address 2:
Address 3:
City: Sioux Falls
State: South Dakota
Zip Code: 57104
Organization: SDN Communications
Organization Type: For-profit Entity
Small business: No
Socially and economically disadvantaged small business concern: No



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

Project Endeavor is fortunate to have the following exceptional Lead Partners:

- SDN represents a recently funded BTOP opportunity that will be responsible for the Project Endeavor procurement of CPE with HP, leveraging existing wireless broadband providers, assist in the development of the provisioning portal/dynamics integration, and will be a sourcing and development partner for the addition of the video enablement component to CSD's contact center platform. This will include supporting the end user hardware fulfillment (portal for our contact center), hardware imaging, hardware warranty support (2 years), and wireless 4G provider provisioning.
- CoSentry is responsible for the wired broadband provisioning, Tier 2 broadband support, and Tier 3 support as needed. CoSentry will be able to negotiate discounted last mile services that are available through traditional retail channels as well as coordinate the customer billing aspect of Project Endeavor. CoSentry's data centers will support Microsoft Business Dynamics CRM on CSD's contact center platform that will also integrate the HP provisioning portal through SDN.

D. Congressional Districts

Applicant Headquarters

- South Dakota

Project Service States

Alabama

Alaska

Arizona

Arkansas

California



Broadband USA

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Colorado

Connecticut

Delaware

District of Columbia

Florida

Georgia

Hawaii

Idaho

Illinois

Indiana

Iowa

Kansas

Kentucky

Louisiana

Maine

Maryland

Massachusetts

Michigan

Minnesota

Mississippi

Missouri



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Montana

Nebraska

Nevada

New Hampshire

New Jersey

New Mexico

New York

North Carolina

North Dakota

Ohio

Oklahoma

Oregon

Pennsylvania

Rhode Island

South Carolina

South Dakota

Tennessee

Texas

Utah

Vermont

Virginia



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Washington

West Virginia

Wisconsin

Wyoming

Project Service Areas

Alabama - 1

Alabama - 2

Alabama - 3

Alabama - 4

Alabama - 5

Alabama - 6

Alabama - 7

Alaska - At-Large

Arizona - 1

Arizona - 2

Arizona - 3

Arizona - 4

Arizona - 5

Arizona - 6

Arizona - 7

Arizona - 8



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Arkansas - 1

Arkansas - 2

Arkansas - 3

Arkansas - 4

California - 1

California - 2

California - 3

California - 4

California - 5

California - 6

California - 7

California - 8

California - 9

California - 10

California - 11

California - 12

California - 13

California - 14

California - 15

California - 16

California - 17



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- California - 18
- California - 19
- California - 20
- California - 21
- California - 22
- California - 23
- California - 24
- California - 25
- California - 26
- California - 27
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- California - 38



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California - 39

California - 40

California - 41

California - 42

California - 43

California - 44

California - 45

California - 46

California - 47

California - 48

California - 49

California - 50

California - 51

California - 52

California - 53

Colorado - 1

Colorado - 2

Colorado - 3

Colorado - 4

Colorado - 5

Colorado - 6



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Colorado - 7

Connecticut - 1

Connecticut - 2

Connecticut - 3

Connecticut - 4

Connecticut - 5

Delaware - At-Large

District of Columbia - At-Large

Florida - 1

Florida - 2

Florida - 3

Florida - 4

Florida - 5

Florida - 6

Florida - 7

Florida - 8

Florida - 9

Florida - 10

Florida - 11

Florida - 12

Florida - 13



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Florida - 14

Florida - 15

Florida - 16

Florida - 17

Florida - 18

Florida - 19

Florida - 20

Florida - 21

Florida - 22

Florida - 23

Florida - 24

Florida - 25

Georgia - 1

Georgia - 2

Georgia - 3

Georgia - 4

Georgia - 5

Georgia - 6

Georgia - 7

Georgia - 8

Georgia - 9



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Georgia - 10

Georgia - 11

Georgia - 12

Georgia - 13

Hawaii - 1

Hawaii - 2

Idaho - 1

Idaho - 2

Illinois - 1

Illinois - 2

Illinois - 3

Illinois - 4

Illinois - 5

Illinois - 6

Illinois - 7

Illinois - 8

Illinois - 9

Illinois - 10

Illinois - 11

Illinois - 12

Illinois - 13



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Illinois - 14

Illinois - 15

Illinois - 16

Illinois - 17

Illinois - 18

Illinois - 19

Indiana - 1

Indiana - 2

Indiana - 3

Indiana - 4

Indiana - 5

Indiana - 6

Indiana - 7

Indiana - 8

Indiana - 9

Iowa - 1

Iowa - 2

Iowa - 3

Iowa - 4

Iowa - 5

Kansas - 1



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Kansas - 2

Kansas - 3

Kansas - 4

Kentucky - 1

Kentucky - 2

Kentucky - 3

Kentucky - 4

Kentucky - 5

Kentucky - 6

Louisiana - 1

Louisiana - 2

Louisiana - 3

Louisiana - 4

Louisiana - 5

Louisiana - 6

Louisiana - 7

Maine - 1

Maine - 2

Maryland - 1

Maryland - 2

Maryland - 3



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Maryland - 4

Maryland - 5

Maryland - 6

Maryland - 7

Maryland - 8

Massachusetts - 1

Massachusetts - 2

Massachusetts - 3

Massachusetts - 4

Massachusetts - 5

Massachusetts - 6

Massachusetts - 7

Massachusetts - 8

Massachusetts - 9

Massachusetts - 10

Michigan - 1

Michigan - 2

Michigan - 3

Michigan - 4

Michigan - 5

Michigan - 6



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Michigan - 7

Michigan - 8

Michigan - 9

Michigan - 10

Michigan - 11

Michigan - 12

Michigan - 13

Michigan - 14

Michigan - 15

Minnesota - 1

Minnesota - 2

Minnesota - 3

Minnesota - 4

Minnesota - 5

Minnesota - 6

Minnesota - 7

Minnesota - 8

Mississippi - 1

Mississippi - 2

Mississippi - 3

Mississippi - 4



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- Missouri - 1
- Missouri - 2
- Missouri - 3
- Missouri - 4
- Missouri - 5
- Missouri - 6
- Missouri - 7
- Missouri - 8
- Missouri - 9
- Montana - At-Large
- Nebraska - 1
- Nebraska - 2
- Nebraska - 3
- Nevada - 1
- Nevada - 2
- Nevada - 3
- New Hampshire - 1
- New Hampshire - 2
- New Jersey - 1
- New Jersey - 2
- New Jersey - 3



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New Jersey - 4

New Jersey - 5

New Jersey - 6

New Jersey - 7

New Jersey - 8

New Jersey - 9

New Jersey - 10

New Jersey - 11

New Jersey - 12

New Jersey - 13

New Mexico - 1

New Mexico - 2

New Mexico - 3

New York - 1

New York - 2

New York - 3

New York - 4

New York - 5

New York - 6

New York - 7

New York - 8



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New York - 9

New York - 10

New York - 11

New York - 12

New York - 13

New York - 14

New York - 15

New York - 16

New York - 17

New York - 18

New York - 19

New York - 20

New York - 21

New York - 22

New York - 23

New York - 24

New York - 25

New York - 26

New York - 27

New York - 28

New York - 29



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- North Carolina - 1
- North Carolina - 2
- North Carolina - 3
- North Carolina - 4
- North Carolina - 5
- North Carolina - 6
- North Carolina - 7
- North Carolina - 8
- North Carolina - 9
- North Carolina - 10
- North Carolina - 11
- North Carolina - 12
- North Carolina - 13
- North Dakota - At-Large
- Ohio - 1
- Ohio - 2
- Ohio - 3
- Ohio - 4
- Ohio - 5
- Ohio - 6
- Ohio - 7



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Ohio - 8

Ohio - 9

Ohio - 10

Ohio - 11

Ohio - 12

Ohio - 13

Ohio - 14

Ohio - 15

Ohio - 16

Ohio - 17

Ohio - 18

Oklahoma - 1

Oklahoma - 2

Oklahoma - 3

Oklahoma - 4

Oklahoma - 5

Oregon - 1

Oregon - 2

Oregon - 3

Oregon - 4

Oregon - 5



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Pennsylvania - 1

Pennsylvania - 2

Pennsylvania - 3

Pennsylvania - 4

Pennsylvania - 5

Pennsylvania - 6

Pennsylvania - 7

Pennsylvania - 8

Pennsylvania - 9

Pennsylvania - 10

Pennsylvania - 11

Pennsylvania - 12

Pennsylvania - 13

Pennsylvania - 14

Pennsylvania - 15

Pennsylvania - 16

Pennsylvania - 17

Pennsylvania - 18

Pennsylvania - 19

Rhode Island - 1

Rhode Island - 2



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South Carolina - 1

South Carolina - 2

South Carolina - 3

South Carolina - 4

South Carolina - 5

South Carolina - 6

South Dakota - At Large

Tennessee - 1

Tennessee - 2

Tennessee - 3

Tennessee - 4

Tennessee - 5

Tennessee - 6

Tennessee - 7

Tennessee - 8

Tennessee - 9

Texas - 1

Texas - 2

Texas - 3

Texas - 4

Texas - 5



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Texas - 6

Texas - 7

Texas - 8

Texas - 9

Texas - 10

Texas - 11

Texas - 12

Texas - 13

Texas - 14

Texas - 15

Texas - 16

Texas - 17

Texas - 18

Texas - 19

Texas - 20

Texas - 21

Texas - 22

Texas - 23

Texas - 24

Texas - 25

Texas - 26



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Texas - 27

Texas - 28

Texas - 29

Texas - 30

Texas - 31

Texas - 32

Utah - 1

Utah - 2

Utah - 3

Vermont - At-Large

Virginia - 1

Virginia - 2

Virginia - 3

Virginia - 4

Virginia - 5

Virginia - 6

Virginia - 7

Virginia - 8

Virginia - 9

Virginia - 10

Virginia - 11



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Washington - 1

Washington - 2

Washington - 3

Washington - 4

Washington - 5

Washington - 6

Washington - 7

Washington - 8

Washington - 9

West Virginia - 1

West Virginia - 2

West Virginia - 3

Wisconsin - 1

Wisconsin - 2

Wisconsin - 3

Wisconsin - 4

Wisconsin - 5

Wisconsin - 6

Wisconsin - 7

Wisconsin - 8

Wyoming - At Large



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American Samoa - At-Large

Federated States of Micronesia - At-Large

Guam - At-Large

Marshall Islands - At-Large

Northern Mariana Islands - At-Large

Palau - At-Large

Puerto Rico - At-Large

Virgin Islands of the U.S. - At-Large

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

- Yes

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

Confederated Tribes of the Warm Springs Reservation, Tribal Council

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

No

E. Community Anchor Summary

Community Anchor Institution	
Schools (k-12)	70
Libraries	23
Medical and Healthcare	23



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Providers	
Public Safety Entities	2
Community Colleges	0
Public Housing	1
Other Institutions of Higher Education	27
Other Community Support Organization	23
Other Government Facilities	158
TOTAL COMMUNITY ANCHOR INSTITUTIONS	327
Minority Serving Institutions	
Historically Black colleges and Universities	1
Tribal Colleges and Universities	1
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	2

F. Demographics

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

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

Other: Gay, Lesbian, Bi-Sexual and Transgendered

Vulnerable Populations

Consider the following statistics regarding the deaf and hard of hearing population in relation to education, employment, unemployment, and poverty. These statistics indicate how the potential of broadband services can impact the lives of deaf and hard of hearing individuals.

Deaf Population:

The U.S. Department of Education, Office of Vocational Rehabilitation, reports that:



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- Only 8% of deaf students graduate from college
- 1/3 of all deaf adults rely upon government assistance
- Average income is 40-60% of hearing peers
- 40% of deaf adults are unemployed
- 90% are under-employed

Hard of Hearing Population:

The National Center for Health Statistics, Data from the National Health Interview Survey, Series 10, Number 188 in 1994 indicates the following breakdown for people with a hearing loss (includes deafness and hard of hearing both) by age group.

Age Group	% Employed	% Unemployed	% Not in Labor Force	Total
Total	43.7%	2.2%	54.1%	100%
18-44 Years	78.7%	4.8%	16.5%	100%
45-64 Years	65.8%	2.9%	33.5%	100%
65 Years +	11.4%	0.4%	88.2%	100%

The same National Health Interview report 29% of people with no reported disability are not in the labor force compared to that of 54.15% of people who are hard of hearing (almost double).

Transitional Young Adult Populations (deaf and hard of hearing):

Over 70,000 children and youth were identified as receiving IDEA-related special education because the child had a “hearing impairment” of educational significance, reported in the Annual Report to Congress on the Implementation of the Individuals with Disabilities Education Act – IDEA Child Count prepared by the Office of Special Education Programs 2000-2001).



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According to the Annie E. Casey Foundation, the 2004 Kids Count Data Book, about 3.8 million youth ages 18-24 (15% of all adults) are unemployed or not in school.

Need for Those Experiencing Poverty (deaf and hard of hearing):

The 2007 Disability Status Report indicated people with disabilities experience a poverty rate of 24.7% compared to that of 9% for people without disabilities. And, the 2009 Barriers to Broadband Adoption reported individuals with incomes under \$20,000 per year have been shown to be the least likely to have adopted broadband technologies.

Being deaf and hard of hearing crosses all racial boundaries and has no limits with regard to age, disability, gender or socio-economic status. Hearing loss is inclusive of all the vulnerable populations listed in this opportunity and Project Endeavor will serve all individuals with hearing loss.

Accessibility

Funding Project Endeavor ensures that the NTIA and BTOP are making broadband accessible to people who are deaf and hard of hearing who have been left behind because of their disability and income status.

To our knowledge this will be the first contact center capable of serving individuals through all of these contact methods:

- Voice
- Text (captions, email, pager, chat, instant messaging, TTY)
- Video (point to point, relay, remote)

The technology allows CSD to ensure that the underserved community of individuals identified has the same access to broadband support and training as hearing consumers do.

Project Endeavor budgets include the purchase of 4,500 HP Mini-Notebooks 5102 with the N450 processor that will be distributed at a discounted price to income-eligible consumers who currently do not have access to broadband. Consumers who do not meet income-eligibility requirements will have access to the same Mini-Notebook at our negotiated costs with SDN (our



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partner supplying CPE). HP has agreed to certify the Project Endeavor CSRs as Tier 1 customer support for this CPE, negating the need to bring in additional customer support and providing consumers with one stop support services accessible through remote video using ASL, text with captions, email, instant messaging, and paging.

To address those individuals who need public access to CPE and broadband connectivity, CSD provides Public Access Videophone (PAV) units that will be installed with key community anchors (school, employment and human service programs for the deaf and hard of hearing). 150 units will be installed. CSD is reserving approximately 50 spare units to support replacement needs throughout the life cycle of the grant to ensure sustainability. The use of the PAV ensures that those individuals that come to our program after budgets have been exhausted or that do not qualify for participation, will have some means of public access to broadband that is accessible (through Video with ASL and Captions).

CSD works with a variety of consumers who represent a cross section of the deaf and hard of hearing community nationwide. Some consumers present with a need for access to large print media if they are deaf-blind. Others come from a household where Spanish text is used as a mode of communication and prefer captions in Spanish. Both needs are addressed with budget, marketing (DVDs that can be sent to the participant for them to manipulate text size, font and color) and CSR support (employees who speak and type in Spanish) so that we can immediately and adequately accommodate special needs requests beyond those of English text and ASL via remote video.

Other Languages

ASL – American Sign Language, the sign language used in the United States. Individuals who use Sign Language may have a mild to a profound hearing loss.

Some individuals who use ASL are mono-lingual, meaning that they primarily communicate only in sign language and have limited ability to use English in its spoken or written form, but they are fluent in ASL.

Other individuals who use ASL are dual-lingual, meaning that they are able to move back and forth between ASL and English in a written or spoken form, and they may be fluent in both languages.



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Other individuals may not use ASL at all, but are hard or hearing or profoundly deaf. They may rely upon text (captions) and oral cues to communicate in a manner that is most comfortable given each person's unique needs.

Some ASL users in America are part of blended language families that include Spanish, ASL and English.

G. Project Budget

Project Budget	
Federal Grant Request	\$14,988,657
Total Match Amount	\$5,229,846
Total Budget	\$20,218,503
Match Percent	25.9%

Projects Outside Recommended Funding Range:

The federal request for funds is \$14,988,657 and CSD will provide matching funds of \$5,229,846 (25.9%). Therefore the project total is \$20,218,503 and appears as though it is outside the recommended funding range. However, it is our understanding the matching amount was not included in the requested amount per the BTOP Workshop, therefore \$14,988,657 falls within the funding range.

Sustainability:

With aligned partners CoSentry and SDN, CSD's Project Endeavor will address all of the BTOP principles:

- **Technology Resources:** CSD is leveraging it's state-of-the-art contact center technology resources to add a video call distributor component for Project Endeavor.
- **Broadband Adoption:** Project Endeavor will use a video and text enabled contact center approach for outreach and support, visually accessible training content, and a primary residence



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connect plan including the last mile provider of choice available in that area and CPE to enable visual communications.

- **Under-served Areas:** Project Endeavor will work with last mile providers to introduce affordable access and stimulate adoption bundled with CPE that is video and text enabled. Nationwide provisioning will begin 1Q2011 providing discounted wireless 4G broadband where available to income-eligible deaf and hard of hearing consumers.
- **Stimulate Demand:** Project Endeavor has a multi-layered marketing and outreach campaign that will utilize innovative contact center technology and involve our many national collaborators who are known points of contact within their local “Deaf and Hard of Hearing Communities”; campaign methods include targeting traditional local and national events that draw members of this vulnerable population as well as broadcast, print and grass-roots engagement.
- **Public Safety Agencies:** While Project Endeavor does not serve public safety agencies, the broadband linkage provided for each new subscriber will assign a FCC governed 10-digit number to the video enabled CPE to use with the video relay service provider of choice; this provides automatic location identification when registered with the video relay service provider of choice.

The outcomes of Project Endeavor will serve to sustain the more than 40,000 newly enabled broadband deaf and hard of hearing users nationwide through expansion of existing telecommunication provider discounts currently for PSTN to include broadband, and increased awareness of how the benefits of broadband can directly impact employment opportunities, remote human service programs via broadband, and access to remote interpreting services.

Truly incenting people who are deaf and hard of hearing to cross the digital divide requires that we provide them and the providers who serve them tangible benefits that are accessible. CSD intends to sustain the contact center operation beyond the scope of this project with the goal of expanding accessible, meaningful and beneficial content and program offerings much like the applications on Smart Phones have exploded over the past years. . The success of Project Endeavor will serve to create cost effective and attractive broadband solutions for a variety of service providers seeking to procure support services including Federal, State and locally funded human service programs.



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Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	<p>PERSONNEL TOTAL MATCH: \$453,000</p> <p>INFORMATION TECHNOLOGY – SOUTH DAKOTA</p> <ul style="list-style-type: none"> • Help Desk Technicians - \$300,000 <ul style="list-style-type: none"> o SOURCE: Hewlett Packard - In kind • Hewlett Packard will certify all Help Desk Technicians and reimburse Communication Service for the Deaf for all wages. <p>ADMINISTRATIVE – SOUTH DAKOTA</p> <ul style="list-style-type: none"> • Administrative staff - \$153,000 <ul style="list-style-type: none"> o SOURCE: Communication Service for the Deaf – In kind • Communication Service for the Deaf will not pass through direct salary costs from 17 administrative positions where an anticipated weekly total of 68 hours will be contributed towards the program. <p>FRINGE BENEFITS TOTAL MATCH: \$117,689</p> <p>INFORMATION TECHNOLOGY – SOUTH DAKOTA</p> <ul style="list-style-type: none"> • Help Desk Technicians - \$77,940 <ul style="list-style-type: none"> o SOURCE: Hewlett Packard - In kind • Hewlett Packard will reimburse Communication Service for the Deaf for all fringe benefits costs. <p>ADMINISTRATIVE – SOUTH DAKOTA</p> <ul style="list-style-type: none"> • Administrative staff - \$39,749 <ul style="list-style-type: none"> o SOURCE: Communication Service for the Deaf – In kind



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	<ul style="list-style-type: none"> • Communication Service for the Deaf will not pass through direct fringe benefit costs from 17 administrative positions. <p>EQUIPMENT COSTS TOTAL MATCH: \$4,659,156</p> <p>USER EQUIPMENT</p> <p>INFORMATION TECHNOLOGY</p> <ul style="list-style-type: none"> • Licensing fees for software applications - \$1,650,000 <ul style="list-style-type: none"> o Source: Vendors – In kind • Vendors will allow the installation of software without licensing fees. • Program revenue from notebooks – sliding scale @ 50% - \$478,125 <ul style="list-style-type: none"> o Source: End users – Cash • Communication Service for the Deaf will collect revenues from targeted end users eligible for the 50% reduced sliding scale fee based on total household income and family size with brackets determined by eligibility criteria as defined by Federal Poverty Guidelines. • Program revenue from notebooks – sliding scale @ 25% - \$119,531 <ul style="list-style-type: none"> o Source: End users – Cash • Communication Service for the Deaf will collect revenues from targeted end users eligible for the 25% reduced sliding scale fee based on total household income and family size with brackets determined by eligibility criteria as defined by Federal Poverty Guidelines. • Program revenue from last mile – sliding scale @ 50% - \$810,000 <ul style="list-style-type: none"> o Source: End users - Cash • Communication Service for the Deaf will collect revenues from targeted end users eligible for the 50% reduced sliding scale fee
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	<p>based on total household income and family size with brackets determined by eligibility criteria as defined by Federal Poverty Guidelines.</p> <ul style="list-style-type: none"> • Program revenue from last mile – sliding scale @ 25% - \$202,500 <ul style="list-style-type: none"> o Source: End users – Cash • Communication Service for the Deaf will collect revenues from targeted end users eligible for the 25% reduced sliding scale fee based on total household income and family size with brackets determined by eligibility criteria as defined by Federal Poverty Guidelines. • PAVS for use at public locations - \$1,399,000 <ul style="list-style-type: none"> o Source: Communication Service for the Deaf – In kind • Communication Service for the Deaf will distribute 200 Public Access Videophones (PAVs) at community centers, deaf centers, vocational rehabilitation offices, schools, universities, and more. <p>TOTAL MATCH SUPPORT: \$5,229,846</p> <p>MATCH PERCENTAGE 25.9%</p>
Unjust enrichment	Does not apply.
Disclosure of federal and/or state funding sources	Does not apply.

Budget Narrative	
Budget narrative	<p>See uploaded document for additional budget detail and extensive narrative detail.</p> <p>Budget Summary and Narratives</p>



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

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Personnel	\$ 4,048,000
Fringe Benefits	\$ 1,051,670
Travel	\$ 205,000
Equipment Costs	\$10,869,280
Supplies	\$ 188,650
Contractual	\$ 550,272
Construction	\$ 0
Other	\$ 891,300
Indirect Charges	\$ 2,424,330

Total Costs:	\$20,228,503
TOTAL FEDERAL SUPPORT:	\$14,998,657
TOTAL MATCH SUPPORT:	\$ 5,229,846
MATCH PERCENTAGE	25.9%
BUDGET NARRATIVE	
PERSONNEL	TOTAL
COSTS: \$4,048,000	
Salaries are based on reasonable and normal salary ranges. All salary and related personnel costs have been appropriately prorated. All costs are directly related to this project.	
FRINGE BENEFITS	TOTAL
COSTS: \$1,051,670	
Fringe benefits have been calculated at the rate of 25.98% for all	



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	<p>salaries. This percentage consists of 6.20% for social security, 1.45% for Medicare, 0.72% for workers compensation insurance, 2.60% for unemployment compensation insurance, .01% for retirement plan and 15.0% (averaged) for group health insurance. The personnel listing is a repeat of the above Personnel thus a duplicate narrative listing under Fringe Benefits will not be entered.</p> <p>TRAVEL TOTAL COSTS: \$205,000</p> <p>Travel amounts are based on reasonable estimates incurred while performing relevant duties.</p> <p>EQUIPMENT COSTS TOTAL COSTS: \$10,869,280</p> <p>Equipment costs are based on anticipated amounts and are directly related to the project.</p> <p>SUPPLIES TOTAL COSTS: \$188,650</p> <p>Supplies are necessary consumable items directly associated with performing relevant program functions.</p> <p>CONTRACTUAL TOTAL COSTS: \$550,272</p> <p>Contractors are needed for scope of work for necessary program activities.</p> <p>CONSTRUCTION TOTAL COSTS: \$0</p> <p>There will be no construction costs as CSD has all infrastructures</p>
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	<p>needed in place.</p> <p>OTHER TOTAL COSTS: \$891,300</p> <p>Other costs arise from performing program tasks as needed.</p> <p>INDIRECT CHARGES TOTAL COSTS: \$2,424,330</p> <p>Communication Service for the Deaf, Inc. does not have a negotiated indirect cost rate agreement with a recognized agency. For this proposal CSD is using an indirect rate of 19.28%, obtained from our most recent Federal 990 filing. Within this filing CSD's management and general expenses are \$10.55 million out of \$54.72 million in total expenses. This rate includes all expenses necessary to run the organization which are not direct program service expenses. The indirect rate includes indirect costs such as executive and administrative salaries and benefits, professional fees, supplies, occupancy costs, travel, interest, outreach, depreciation, and more.</p>
Budget reasonableness	<p>CSD is proposing a budget (including match) where:</p> <ul style="list-style-type: none"> - 54% will be for CPE and last mile provisioning, - 25% for personnel and fringe benefits, - 4% for purchasing video development and licensing for video conferencing, - 3% for contractual agreements, - 1% for travel, - 1% for supplies, and - 12% indirect charges. <p>79% of project costs go directly to impacting and supporting broadband hopeful consumers through the provision of the end user equipment, last mile broadband connection and tiered support through the contact center.</p>



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	<p>Project Endeavor will the number of individuals listed in the third column:</p> <p>Deaf and HoH Community currently with no Broadband Collaborator Members Served</p> <table border="0"> <tr> <td>General Deaf and Hard of Hearing Population Inquiries Awareness Campaign Partners</td> <td align="right">200,000 / 440,800</td> </tr> <tr> <td>Income-Eligible Transition Consumers (Students) Programs for the Deaf</td> <td align="right">School 1,500 / 3,306</td> </tr> <tr> <td>Income-Eligible VR Consumers under- or un-employed Coordinators for the Deaf</td> <td align="right">State 4,000 / 8,816</td> </tr> <tr> <td>Income-Eligible Consumers at Large Community Anchors</td> <td align="right">2,500 / 5,510</td> </tr> <tr> <td>Non-Income Eligible Consumers at Large Community Anchors</td> <td align="right">8,000 / 17,632</td> </tr> </table>	General Deaf and Hard of Hearing Population Inquiries Awareness Campaign Partners	200,000 / 440,800	Income-Eligible Transition Consumers (Students) Programs for the Deaf	School 1,500 / 3,306	Income-Eligible VR Consumers under- or un-employed Coordinators for the Deaf	State 4,000 / 8,816	Income-Eligible Consumers at Large Community Anchors	2,500 / 5,510	Non-Income Eligible Consumers at Large Community Anchors	8,000 / 17,632
General Deaf and Hard of Hearing Population Inquiries Awareness Campaign Partners	200,000 / 440,800										
Income-Eligible Transition Consumers (Students) Programs for the Deaf	School 1,500 / 3,306										
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Income-Eligible Consumers at Large Community Anchors	2,500 / 5,510										
Non-Income Eligible Consumers at Large Community Anchors	8,000 / 17,632										
Demonstration of need	<p>CSD cannot bring 200,000 deaf and hard of hearing broadband users across the Digital Divide to access services without funding.</p> <p>Without these funds, the world’s first truly accessible automatic video and text based call distribution contact center would not be launched. With this technology deaf and hard of hearing consumers will be connected to a variety of remote services for the first time (today they only have video and text access to relay services).</p> <p>Project Endeavor would not be economically feasible without federal grant assistance through the BTOP. No models exist for delivery of</p>										



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	<p>this type of accessible service. These funds allow CSD to develop a economically feasible and sustainable model. CSD envisions sustainability of the project beyond the service period through continued carrier discounts and the establishment of fee based services through remote video (sign language) and text (captions).</p> <p>Without the access to and knowledge of broadband service provided through Project Endeavor, this vulnerable population would be:</p> <ul style="list-style-type: none"> • UNABLE to reach 2,000,000 deaf and hard of hearing people with impressions of Project Endeavor through marketing and outreach; • UNABLE to obtain 200,000 inquires from deaf and hard of hearing people about the benefits of broadband technology; • UNABLE to bring new broadband connections to 16,000 consumers; • UNABLE to give local community anchors such as employment counselors a new tool to support employment opportunities; • UNABLE to support the creation of 60 new jobs; • UNABLE to read captions of telecommunications through available relay services; • UNABLE to secure remote sign language interpreter services for medical, legal, governmental and employment situations; • UNABLE to access video and text based (captioned) remote employment training in ASL (job readiness, interview training, and access to local employment services); • UNABLE to receive remote video (using ASL) and text
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	<p>(captioned) services including behavioral health, educational services, and human services;</p> <ul style="list-style-type: none"> • UNABLE to obtain an FCC assigned VRS 10 Digit Number that combines E911 technology with ALI through VRS providers to more readily dispatch emergency services; • UNABLE to easily contact their employer on the phone; • UNABLE to know which CPE has adequate processing power to support Video (Sign Language) and Text (captions); • UNABLE to overcome the fear of broadband adoption in terms of cost of service, use of equipment, and knowledge of how to access available services via video and text; and, • UNABLE to connect to the very telephone that every American has enjoyed for decades, via ASL and video through available relay services. <p>Without the U.S. Department of Commerce, NTIA, BTOP funding opportunity, this vulnerable population will continue to be left behind with greater and greater barriers to communication as technology advances forward.</p>
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Funds to States/Territories

States	Amount of Federal Grant Request
Alabama	0
Alaska	0
Arizona	0
Arkansas	0



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California	0
Colorado	0
Connecticut	0
Delaware	0
District of Columbia	0
Florida	0
Georgia	0
Hawaii	0
Idaho	0
Illinois	0
Indiana	0
Iowa	0
Kansas	0
Kentucky	0
Louisiana	0
Maine	0
Maryland	0
Massachusetts	0
Michigan	0
Minnesota	0



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Mississippi	0
Missouri	0
Montana	0
Nebraska	0
Nevada	0
New Hampshire	0
New Jersey	0
New Mexico	0
New York	0
North Carolina	0
North Dakota	0
Ohio	0
Oklahoma	0
Oregon	0
Pennsylvania	0
Rhode Island	0
South Carolina	0
South Dakota	14,988,657
Tennessee	0
Texas	0
Utah	0



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Vermont	0
Virginia	0
Washington	0
West Virginia	0
Wisconsin	0
Wyoming	0

Funds to States/Territories Total: \$14,988,657

H. Historical Financials

Matching Funds			
	2007	2008	2009
Revenue	56,331,941	50,903,134	45,652,457
Expenditures	62,856,716	55,853,420	46,067,820
Net Assets	23,782,140	19,135,053	18,733,540
Change in Net Assets from Prior Year	12,853,094	4,647,087	401,513
Bond Rating (if applicable)	N/A	N/A	N/A

I. Program Benefits

Jobs	
How many direct jobs-years will be created from this project?	60



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How many indirect jobs will be created from this project?	104
How many jobs will be induced from this project?	58

Methodology used to estimate jobs:

Please see the uploaded Budget Narrative Document that details methodology used to create direct jobs for Project Endeavor.

Project Endeavor used the White House Estimates for indirect and induced job creation based on the formulas provided of 64% and 36% for the total project budget.

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?	16000
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?	0
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?	0
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	\$938.00

Measuring Adoption Impact:

16,000 consumers will subscribe to broadband during project endeavor.

CSD's CosmoCall Universe™ system that will support email, chat, fax, voice, video, TTY, and fully configurable IVR and self help functionality in multiple languages. The system has N+1 redundancy to ensure high availability, and is fully integrated with Microsoft Business Dynamics CRM allowing CSD to manage our consumers more efficiently and provide end to end tracking of equipment. This allows CSD to provide better service to our consumers due to the tracking mechanisms.



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The concept of Project Endeavor Research/Evaluation has two separate components. The first is research, where the primary objective is to obtain data and conclusions regarding our questions and hypotheses of our project. The second is evaluation, where the primary objective is to measure consumer satisfaction, performance and program outcomes. The research and evaluation will occur simultaneously.

The Project Endeavor Research Design will engage a mixed method research design. Mixed method design is a combination of quantitative and qualitative methods of collecting data. The data collected from both quantitatively and qualitatively will be triangulated to ensure consistency of findings. It will provide us with more accuracy and control with data and support findings. The mixed method will also allow us to analyze and complement the data into cohesive overall results and interpretations. The data derived from both methods will help clarify and illustrate results through information and statistics. This design also provides the researcher the flexibility to develop, shape and initiates new ideas/questions. We will obtain qualitative data to help explain the quantitative results. Finally, a mixed method research design will provide expansive, rich details of data collected. Our quantitative method of collecting data will include: surveys, examination of eligibility records, consumer data, and other written data. Our qualitative method of collecting data will include: interviews, focus groups, and field observations.

The Project Endeavor Evaluation will address initial assumptions, values and philosophical positions of the program. The evaluation team's key objectives are to monitor performance, to make decisions, to provide ongoing feedback regarding the program. The evaluation will provide data to indicate level of consumer satisfaction, performance measurements and outcomes. The evaluation will address appropriateness, adequacy, effectiveness, efficiency, and any side effects of the programs.

CSD will track the number of Project Endeavor impressions that were made through our Marketing and Outreach campaign. A research coordinator will be responsible for the development of the initial screening tool, the individual broadband plan, and the follow-up contacts that are tracked to report on the statistically valid measures of the individual plan and overall project.

Broadband Training Programs	
If you intend to provide training or education, how many people in total will your	200000



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program(s) reach?	
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?	1
How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?	60

Describe their qualifications (training and experience):

Please see uploads for Job Descriptions provided for:

- a) Center Manager
- b) Supervisor
- c) Trainer
- d) Customer Service Representative

Equipment Affordability Programs		
What is the total up-front cost of this equipment?	\$425.00	
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?	5000	

Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	2000000



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

The awareness campaign methods are detailed in the Marketing Outreach Campaign of the uploaded Document for Project Endeavor.

Specific timelines can be viewed in the implementation plan included in the upload.

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

Measuring campaign impacts are described in the Marketing and Outreach Campaign document in the upload section.

J. Project Readiness

Licenses and Regulatory Approvals

Not applicable.

Organizational Readiness

CSD has proven results with numerous contracts with various federal and state agencies to provide a variety of ASL services, including videos that are signed by deaf individuals and include, English, Spanish voice and text. Most recently CSD combined a variety of visually accessible content as a vendor of the Federal Communications Commission for its national DTV Transition Project, which provided DTV transition information and technical assistance to deaf and hard of hearing people across the country through real-time video communications, instant messaging, TTY, paging services, email and pre-recorded web content in ASL. Project Endeavor would capitalize on this experience and offers a contact center solution to seek new broadband subscribers, provisioning of the last mile and CPE for income-eligible consumers who are deaf and hard of hearing.

CSD's strengths as a premier contact center provider for people who are deaf and hard of hearing together with the collaborative efforts of our community anchors and advisors provides the experience necessary to ensure that the consumers of Project Endeavor are able to truly cross the digital divide. The Project Endeavor contact center will accomplish this by provisioning the last mile broadband service, provide ongoing training for consumers to utilize the full potential of the tools broadband has to offer, and ensuring the acquisition of appropriate CPE to enable video with ASL and text with captions. Visually accessible support post installation via video and text,



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again through the contact center employing more than sixty (60) Customer Service Representatives (CSRs) fluent in ASL, will be an integral part of the entire life cycle of Project Endeavor.

Communication access is the mission of CSD. Our experience represents more than thirty-four (34) years of providing American Sign Language interpreting services and more than seventeen (17) years of professional call center services, providing operator services to Sprint Relay users in more than 39 states, tier one customer support to Qwest telecommunications subscribers, and most recently a video enabled contact center solution as a partner to the FCC in a DTV Transition Project. The DTV Project included a campaign targeted at educating Deaf and hard of hearing consumers about the switch to Digital Television, how to acquire and install converter boxes, and how to ultimately enable a successful transition. In partnership with the FCC, CSD was able to track and report concerns that closed captioning presented through digital signals as DTV was adopted nationwide.

Please see the organizational chart and management team in the upload section.

Project Timeline and Challenges

Project timeline and challenges are identified in the implementation plan and can be found in the upload section.

SPIN Number

Not applicable.

K. Environmental Questionnaire

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

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

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

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

Yes

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

Yes

Training, teaching and meeting facilitation will occur at the Project Endeavor contact center and remotely via the Project Endeavor web site.

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

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	Org Chart and Mgmt Team Resumes Easy Grants ID 6814.pdf	Kuglitsch, Patty	03/14/2010
Historical Financial Statements	Historical Financial Statements EG 6814.pdf	Kuglitsch, Patty	03/14/2010
Community Anchor Institutions Detail	BTOP SBA Community Anchor Institutions.xls	Kuglitsch, Patty	03/14/2010
BTOP Certifications	Authentication and Certification 6814.pdf	Kuglitsch, Patty	03/14/2010
BTOP Certifications	Application for Funding Assistance EG 6814.pdf	Kuglitsch, Patty	03/14/2010
Detailed Budget	SF 424A EG 6814.xls	Kuglitsch, Patty	03/14/2010
SF424 A Budget	SF 424A EG 6814.xls	Kuglitsch, Patty	03/14/2010
SF424 B Assurances - Non-Construction	Signed Assurances 6814.pdf	Kuglitsch, Patty	03/14/2010
Supplemental Information	Job Descriptions Easy	Kuglitsch, Patty	03/14/2010



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	Grants ID 6814.pdf		
Supplemental Information	Marketing and Outreach EG 6814.pdf	Kuglitsch, Patty	03/14/2010
Supplemental Information	Detailed Budget Summary and Match EG 6814.pdf	Kuglitsch, Patty	03/14/2010
Supplemental Information	Partner Collaboration Diagram EG 6814.pdf	Kuglitsch, Patty	03/14/2010
Supplemental Information	Key Partners and Letters of Support EG 6814.pdf	Kuglitsch, Patty	03/14/2010
Supplemental Information	Proposal EG 6814.pdf	Kuglitsch, Patty	03/14/2010