



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

<b>Submitted Date:</b> 3/15/2010 3:58:49 PM	<b>Easygrants ID:</b> 6581
<b>Funding Opportunity:</b> Sustainable Broadband Adoption	<b>Applicant Organization:</b> CONNECTED NATION, INC.
<b>Task:</b> Submit Application - Sustainable Broadband Adoption	<b>Applicant Name:</b> Mr. Tom Fritz

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## A. General Application Information

Applicant Information	
Name and Federal ID for Applicant	
<b>DUNS Number</b>	086130007
<b>CCR # (CAGE)</b>	3RBZ6
<b>Legal Business Name</b>	CONNECTED NATION, INC.
<b>Point of Contact (POC)</b>	BERNIE BOGLE 8778467710 Ext. bbogle@connectednation.org
<b>Alternate POC</b>	MARK MCELROY 8778467710 Ext. mmcelroy@connectednation.org
<b>Electronic Business POC</b>	BERNIE BOGLE 8778437710 Ext. bbogle@connectednation.org
<b>Alternate Electronic Business POC</b>	MARK MCELROY 8778437710 Ext. mmcelroy@connectednation.org

Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
<b>Prefix</b>	Mr.
<b>First Name</b>	Tom
<b>Middle Name</b>	
<b>Last Name</b>	Fritz



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<b>Suffix</b>	
<b>Telephone Number</b>	614-220-0190
<b>Fax Number</b>	614-225-1677
<b>Email</b>	tfritz@connectohio.org
<b>Title</b>	Executive Director

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Ms. Nicole , Smolic	6142200190	nsmolic@connectohio.org
Other Contact	Ms. Lauren , Hightower	5027061414	LHightower@connectednation.org

**Other Required Identification Numbers**

<b>Easygrants ID</b>	6581
<b>Funding Opportunity Number</b>	500001
<b>Catalog of Federal Domestic Assistance Number</b>	<b>BTOP CFDA Number:</b> 11.557 <b>BTOP CFDA Title:</b> Broadband Technology Opportunities Program

**Organization Classification**

<b>Type of Organization</b>	Non-profit Corporation
<b>Is the organization a small business?</b>	No
<b>Does the organization meet the definition of a socially and economically disadvantaged</b>	No



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<b>small business concern?</b>	
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<b>Authorized Organizational Representative</b>	
<b>AOR</b>	BOGLE, BERNIE
<b>Result</b>	Applicant Authorized

**Project Title and Project Description**

**Project Title:** Public Adoption through Libraries (OPAL II) – Every Community Online

**Project Description:** A 2-year project provides Equipment, Curriculum, Trainers, Technical Support, and Public Awareness to inform and train new users through libraries, then to encourage residential adoption. A partnership between the State Library of Ohio, the Governor’s Connect Ohio program, and community colleges statewide. Broadband providers commit incentives to participants to facilitate sustained adoption.

**Other Applications**

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

- Yes

<b>Easygrants ID</b>	<b>Project Title</b>
5331	Ohio Public Access through Libraries - OPAL I
4728	Shaker Library Public Computing, Training, & Entrepreneurial Centers

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

Connect Ohio’s (COH) Ohio Public Adoption through Libraries (OPAL II) project works hand-in-hand with the State Library of Ohio’s (SLO) Ohio Public Access through Libraries (OPAL I) project.



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The OPAL I project aggregates equipment to expand capacity for 320 public libraries across the state, through a request to NTIA’s BTOP PCC program. COH’s OPAL II project leverages the capacity by providing curriculum, trainers, technical support and a comprehensive public awareness campaign to drive new users into the libraries for access and training, and to encourage adoption.

COH provided research and analysis to help each library quantify households in their service area needing access to broadband service, and predict how many are likely to attend training in response to a comprehensive public awareness campaign. COH coordinated an inventory of each library’s computers available for public use and their age. Library training capacity was identified and quantified. COH conducted surveys with librarians and patrons to develop data to create an ideal computing capacity for each service area, based on broadband service data by census block and adoption rates by county. Non-adopters were surveyed to predict the response rate to a public awareness campaign. Current library patrons were surveyed to benchmark their usage.

COH, with SLO, identified curriculum for the training element of the project. SLO provides the curriculum to every facility, while COH provides delivery of that curriculum through trainers or it is self-paced in smaller facilities where training is impossible.

Ashtabula County, Lucas County, Shaker Heights, and Wadsworth library systems are applying to expand their physical capacity through BTOP programs. Other libraries, such as Ross County and East Cleveland have plans to reopen shuttered facilities through local levies. These libraries hope to leverage the training, curriculum, and public awareness campaign from COH’s OPAL II project.

COH will create the public awareness campaign for the project by partnering with television, radio, and print media partners. Western Reserve Public Television prepared a similar application in round one, but partnered with Connect Ohio in round two as a way to increase regional awareness and training rather than reapply. Ohio Public Broadcasting, Ohio Broadcasters Association, Ohio Public Radio and others partnered with COH to create a comprehensive statewide alternative.



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COH's contract with the state of Ohio was initiated by Governor Strickland in 2007. Its eCommunity Strategy process establishes demand and supply projects locally, including creative targeted marketing campaigns.

Using research and mapping developed through its Ohio contract, COH identified the ideal amount of training and computers needed by each community. Connect Ohio will provide more detailed data and analysis in the future as a contractor to the state's NTIA Broadband Data Development Grant.

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:

<b>Name</b>	<b>Title</b>	<b>Employer</b>
Brian Mefford	CEO	Connected Nation, Inc.

## **B. Executive Summary, Project Purpose and Benefits**

### **Essay Question**

**Executive Summary of the proposed project:**

#### **PROBLEM STATEMENT**

4 million Ohioans do not adopt broadband. Some cite availability or cost, but the main barrier to adoption is perceived value. A training and outreach effort is needed to convey and introduce the benefits of broadband to these non-adopters.



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Libraries offer the best solution. Consumers rely on them for access to information and appreciate their free and accessible resources. Ohio Libraries have insufficient capacity for existing patrons and cannot provide training and access to incremental potential adopters without resources. They need adequate computers, curriculum and trainers, and a public awareness campaign to invite the potential users to experience life across the digital divide.

Research shows that once consumers realize the benefits of broadband, they embrace it and the value it brings to their lives. Retention of new subscriptions is very high. A recent Pew release cited a willingness to give up cable TV and cell phone service before abandoning broadband by those who realize its benefits. 18.5% of non-adopters would willingly attend a free course, if offered.

Consumers must be made aware of the opportunity, exposed to the tools and benefits, and taught to improve their lives by through access to better education, healthcare, jobs, communication, commerce, and government services. Equipping our libraries to prepare them, we can improve the lives of millions of Ohioans.

#### PROPOSED SOLUTION

Libraries are a natural place for citizens to access technology. Delivering information in a nonjudgmental and low-cost environment, they are the first place people go when they need to find information, access government forms, research purchases, or initiate electronic communication about a job opportunity.

Inviting non-adopters to learn about broadband's value in a trusted environment, libraries serve as an important bridge across the digital divide.

Keys to the solution:

- 1) Identify and promote libraries as sources of broadband access and training
- 2) Engage non-adopters with a comprehensive public outreach campaign, helping them understand broadband benefits and inviting them to experience the value at their library
- 3) Provide basic curriculum to teach computer use, broadband access, and key applications
- 4) Ensure that libraries have sufficient equipment and support, as well as training staff to deliver the curriculum to potential adopters
- 5) Offer a compelling promotion to participants, giving them the opportunity to adopt the technology for everyday use in their homes



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In partnership with over 500 libraries, COH produced an inventory of equipment, available training hours, and classroom capacity. COH determined the number of non-adopting residents in each library's service area, and a survey was conducted to determine non-adopters' willingness to attend free classes about broadband benefits.

As partners in COH's OPAL II and SLO's OPAL I application, more than 320 libraries in 50 counties agreed to provide space for 5,040 computers, and to provide training over two years. Where libraries cannot meet the need, Community Colleges have agreed to fill the gap. Community colleges and workforce centers can house another 1000 computers in 80 facilities where libraries cannot. Jointly, 200 of these facilities can host over 87,000 training hours for up to 290,000 citizens and 200 more can provide self-paced curriculum for another 160,000 participants, together instructing 450,000 willing citizens from 360,000 non-adopting households. Research suggests that 169,000 of these newly trained citizens will adopt broadband in their home, joined by another 41,000 existing patrons who would adopt broadband at home as a result of the training. An incremental 250,000 citizens would begin to use the expanded public computing capacity regularly.

To invite non-adopting households and ensure their participation, COH will deliver a statewide public awareness campaign designed to reach non-adopting citizens, compelling them to attend free classes to experience the benefits and value of broadband.

Partners in providing a solution, COH and SLO divided the task into two parts. SLO is addressing Public Computing Capacity with their OPAL I application to provide computers to libraries. COH addresses capacity for the non-library locations, and creates adoption through training, technical support, curriculum, and public awareness for all locations with its OPAL II application.

OPAL II is made up of six components:

1)Equipment – SLO's OPAL I project, if funded, will deliver 5,000+ computers to expand library computing capacity. OPAL II requests funds for 1000 additional computers to deploy in community college, and workforce centers where library capacity is limited. Together, these enable 400 community computing centers across Ohio's 88 counties and, with existing modern computers, will serve today's 670,000 library patrons and another 450,000 non-adopters. The





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computers provide access and training to an incremental 360,000 households over the project term.

2) Training – Instructors will be provided for each facility with capacity. In regions where libraries cannot deliver training, community colleges and workforce centers will fill the void. Self-paced curriculum and outreach will be provided for libraries without training capacity. A total of 87,318 instructor hours are requested, providing six hours of training for up to 290,000 discrete patrons. Each hour of instruction, valued at \$30-\$45, includes necessary preparation time, materials, travel, and local overhead. 30 minutes of prep time is included with each hour of instruction, so 87,318 instructor hours require 130,977 work hours, creating 65.5 job-years.

3) Curriculum – SLO provides web-based curriculum which can be self-paced or delivered by instructors. Each library or college will provide a mix of scheduled training classes and self-directed learning opportunities. Alternatives are available for 1, 1.5, and 2-hour classes. Self-paced curriculum is available in Spanish.

4) Technical Support – will be available for all centers that need it. COH will contract this work from a central nonprofit provider. Libraries and Community Colleges with sufficient technical resources will provide their own support, lowering the total cost significantly.

5) Public Outreach – A statewide campaign will be developed through a partnership with public and cable television, radio stations and print media. A comprehensive campaign will deliver the messages “Life is Better with Broadband” and “Get Connected”, directing the public to libraries and computing centers for access, training, and an opportunity to adopt. The professionally developed campaign includes 90% of tv and radio stations and 95 newspapers, reaching 4.5 million households about 60 times per month. A call center will help respondents identify their local facility.

6) Management - A small staff will administer the program, including COH’s field staff who will regularly visit libraries to ensure effective deployment.

Broadband Service Providers will encourage adoption by OPAL II participants. Programs will be available to participants including free installation, contributions toward initial subscription costs, and incentives to encourage at-home adoption by those who complete the introductory coursework and do not currently use broadband in their homes. Funding is made up of private investments by providers, so is not part of this request. Included with this application are three representative commitments, valued at approximately \$50,000.

**COH’s UNIQUE QUALIFICATIONS TO CONDUCT THE PROJECT**



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Connected Nation, Inc., a 501(c)(3) non-profit organization (CN), will implement this project through its wholly owned subsidiary Connect Ohio, LLC. CN has operated since 2004. Governor Strickland established the COH program to increase availability and use of broadband in 2007.

A central and field staff is in place, engaged with stakeholders for over 2 years. Over 3000 broadband stakeholders are engaged, statewide.

COH has local broadband teams in each of Ohio's 88 counties, involving local government, libraries, hospitals, higher ed, K-12, ag, business, tourism, and community organizations.

COH has the capability to identify and contract with local resources.

COH has provided more than 600 computers to community organizations and libraries across the state.

COH partners with over 100 broadband providers to collect data and produce maps.

COH helps consumers understand broadband's value. Our unique relationship with the provider community helps us aggregate adoption opportunities for consumers for delivery through an unbiased clearinghouse.

COH employees have direct technology training, advertising and computer procurement experience.

#### **JOB CREATION**

The project creates 78 direct job-years. 65.5 training, 2.4 technical, 10 administrative, 14 indirect, and 52 induced. 144 job-years in total.

#### **Project purpose:**

The Ohio Public Adoption through Libraries (OPAL II) program complements the State Library's Ohio Public Access through Libraries (OPAL I) project which increases computing capacity in libraries, by providing training and awareness resources to those libraries.

Recent surveys of Library Patrons indicate that those who currently use broadband services at libraries generally do not subscribe to services at home, therefore the increased computing capacity is valuable in its ability to provide sufficient modern equipment to those users. In addition, new patrons who will be invited to access these computers and be trained in their use are expected to be almost 100% non-users. By converting existing library patrons and inviting new residents to participate, the adoption rate among library users is expected to increase dramatically, making libraries a natural training ground and "try before you buy" experience for those who find an ongoing value in broadband for their lifestyle.



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Current library patrons subscribe to broadband at a rate of just 38% at their homes. This number indicates that they are an underserved population. 27% of daily visitors to library computing centers have no computer or broadband at home. New users, who respond to the public awareness campaign, are expected to be almost 100% unserved. By offering incentives to these users, home adoption will follow. Also, more than 75% of library users spend at least one hour per session of library computer use. This dependence, coupled with a discounted subscription and other incentives will increase home adoption and use of broadband.

In addressing the opportunity to expand broadband use and adoption, the project directly addresses the statutory objectives of the BTOP program. Specifically,

Acquiring broadband related equipment - The proposal seeks to deploy 1000 computers to ensure sufficient access and training capacity for computing centers. In concert with the State Library of Ohio's application for more than 5,000 computers, this will enable more than 450,000 incremental households to access broadband in a public place and to be instructed in its use and benefits.

Providing training - Curriculum is being provided by the State Librarian's Office, Akron Library and others. This grant would enable the distribution of that curriculum, sufficient training staff to deliver it to participants, and the development of tools so that participants who access the curriculum where there is no trainer available can use the content in a self-directed manner. The curriculum is available as a web-based self-directed coursework for those who need to work around a personal schedule and can be extended with additional free courses.

Support – Technical and Field support will be provided for trainers and library directors as they need it. Connect Ohio will provide a centralized technical support contact for questions about how to use the equipment or curriculum and for trouble-shooting at times when the equipment fails to operate properly. This support is provided by trained and dedicated computer support technicians, employed by a nonprofit technical organization. A field staff will visit libraries regularly to monitor and ensure effective program delivery.

Awareness - will be provided to the public about the program and about broadband's value as a part of this project. Public Television, Public Radio, Newspaper, and community outreach through other means such as utility bill-stuffers and press announcements are part of a



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plan to reach more than 4.2 million households with multiple impressions each month during the two-year duration of the project. Participants will be presented with professionally developed public service announcements exemplifying “How Broadband Changed My Life” and “Life’s Better With Broadband” messages that will compel nonadopters to visit their local library or community computing center to experience broadband’s advantages and to be trained in its use.

The public outreach to 4 million broadband non-adopters hopes to increase trial and use of broadband for 360,000 new households. This training will result in household adoption by 200,000 households over the two year program duration. In addition, public access to broadband for those not choosing to adopt it at home will be increased by the additional awareness, and capacity to serve an additional 450,000 residents will be provided in libraries and computing centers statewide.

Public education, outreach, awareness, and support are all key elements of the project, in collaboration with key Community Anchor Institutions – Libraries and Community Colleges.

Indirect costs associated with the project provide for an experienced staff and the resources include communication staff, invoicing and reporting staff, curriculum and training coordinator resources, community field directors, and a small amount of purchasing, contracting, management, and administrative staff. There is an allocation for distribution of equipment and materials, and for mailing, communication, and other administrative expenses in addition to typical personnel expenses.

The project expects to provide a clear path to full-time broadband adoption for participants. Connect Ohio has partnered with more than 75 Broadband Service Providers, enlisting their support to provide incentives to program participants. These incentives vary from free installation to discounted service and other promotions to help reduce the cost of broadband adoption. Through Connect Ohio’s interactive online tools, participants can identify a real-time listing of current providers, their offers, and special opportunities for program participants.

OPAL II addresses all of the purposes of the BTOP program: providing broadband education, awareness, training, access, equipment, and support to community anchor institutions, a sustainable path to adoption, and program self-sufficiency.

**Recovery Act and Other Governmental Collaboration:**



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Since 2007, the state of Ohio has funded the Connect Ohio initiative. OPAL II, as an extension of the current program, would leverage current spending and increase the focus on adoption of broadband.

The state of Ohio has contracted COH to provide partner management, community planning, research and computing capacity deployment until June of 2011. Ohio is willing to pledge portions of this contract as matching funds to the OPAL II program in order to gain efficiencies and expand programming in Ohio.

COH's field team is engaged in each of Ohio's counties because of its eCommunity Strategies contract with Ohio. The value of the eCS portion of that contract between October 2010 and May of 2011 is \$504,000. By funding OPAL II, the NTIA ensures a continuing presence as the field team monitors libraries' program deployment. Ohio will provide funding to OPAL II by shifting a portion of the eCS team's focus to the OPAL II project for the duration of the contract term, thereby creating a synergy between the two programs. This contribution of \$336,442.38 by the state offsets the cost of OPAL II directly.

The state contract also provides \$24,000 for 40 computers for community organizations. The redirection of these funds to OPAL II directly offsets the cost of computing capacity.

The State also uses Connect Ohio as a subcontractor to provide research and mapping services through the NTIA's \$1.8 million state mapping initiative. Maps, research and services provided to the state through this arrangement can be leveraged to improve the measurability and effectiveness of the OPAL II program. Continued interaction with broadband providers as data is collected for ongoing mapping updates will ensure that opportunities are explored to bring incentives to participants of OPAL II. Providers have expressed a willingness to offer incentives to participants who are new adopters and COH can easily direct them to providers who serve their area through access to the maps available on the COH website.

The website, which will be available at the library and as part of the delivery of curriculum, also has a feature that can easily be used by consumers to identify unserved addresses and to request new service where none is available. Connect Ohio will aggregate these requests and provide them to all service providers as incentive for their investment in new service to those areas.



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Individual libraries have requested funding for facilities expansion through the ARRA programs. These projects expand and dedicate community computing facilities in Shaker Heights, Ashtabula County, Wadsworth, and Lucas County. Funds awarded for these projects will allow for the efficient expansion of broadband education and access in those communities, since the public awareness, community engagement, and curriculum requested for OPAL II can be used in each of those facilities without additional expense.

**Technology Strategy:**

Technology: Modern computers will be installed in accessible public places with high-speed connections. To eliminate shipping costs, libraries may purchase locally and be reimbursed. Minimum config: 2Ghz processor, 2GB RAM, WIFI, monitor.

Curriculum will be flexible, easy to deliver, and tailored to the facility. COH will work with each facility to identify a preferred slate of courses, with at least 6 hours of introductory material, that can best be delivered based on class size and local needs. Coursework will be continually updated to include new applications. Guidance for self-paced instruction will be provided. Extended coursework is available at no cost, in self-paced format, to induce greater use and deliver immediate increased value.

Available trainers: Most facilities will hire local trainers to keep travel costs low. Library systems will have a consistent trainer moving between branches. Several systems and colleges offer a mobile technology classroom to enable training at smaller facilities. Community Colleges will use adjunct faculty, and in some cases, advanced students. This offers a vocational opportunity as well as a training opportunity.

Technical Support and a consumer information line will be available. Live help will be provided during business hours and an automated information delivery system will be available 24/7 to help ad campaign respondents find their nearest training or access location.

Public Awareness is offered by commercial means, but through nonprofit organizations to keep costs low. Generous in-kind matching allows 11.5 million Ohioans to see, hear, or read about learning opportunities through clear and compelling examples daily. The flexible professionally produced materials will be made available to all providers, to use in their individual marketing to new subscribers simply by adding their own call to action. COH's community teams will help to deliver grassroots marketing, such as utility bill stuffers, flyers, and participation in local events.



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Website: COH's web site will be familiar to participants as a curriculum sign-on tool. Afterward, it will deliver information on broadband providers and their offers to new subscribers who have completed coursework. For those in unserved areas, participants may sign a virtual petition to providers. COH regularly aggregates these requests to induce new coverage investments.

Bandwidth will be monitored through COH's relationship with OPLIN, the state's library tech center. Providers have offered, to provide free and discounted service to most facilities.

Broadband Offers from all providers will be solicited for participants. COH works with all providers statewide, in its mapping efforts. This synergy gives an unbiased choice of providers to the patrons, encourages competition, and incents adoption. Those choosing not to adopt will take advantage of enhanced public capacity.

Field Managers will visit regularly to ensure success.

**Innovative Approach:**

The Connect Ohio Public Adoption through Libraries project is innovative in that it provides an outreach to those who do not understand the value of broadband to their lives. While there are already a number of users at libraries for the public access made available there, these are patrons who already understand the value of the connection. They come to conduct research (77%), email and communicate (66%), search and apply for jobs (42%), work on their homework (22%), file for unemployment or access government services (15%), and even to run a small business (5%). These patrons already have identified a need and a value in their ability to use broadband to improve their lives.

Unlike existing patrons (who are underserved by their home adoption rate of only 38%) there are other potential users who are completely unserved and also completely unaware of broadband's value. Connect Ohio's innovative outreach campaign works to introduce the unserved to the facility that can not only give them access to broadband, but also show them why they should care. With more than 4 million Ohio citizens on the wrong side of the digital divide, it is critical that we leverage this trusted community institution to train and equip those who are unaware of the advantages accessible through broadband in their search for jobs, education, customers, health information, and government programs. By ensuring that there is adequate modern equipment, straightforward curriculum, training capacity, and a pathway to adoption, we ensure



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that both existing library users and those who will be introduced to technology through the library will find new ways to improve their lives.

Training capacity at libraries is not sufficient for the task. Curriculum, trainers, and facilities are not consistently available to consumers who would benefit from a free, trustworthy, well-equipped training experience by their neighbors at the library. This program identifies local facilities, ensures modern equipment, and provides adequate instruction to provide that learning experience, and extends an efficient and compelling statewide invitation to those who need it.

Leveraging its relationships with broadband providers, Connect Ohio will assure that newly introduced (and existing) patrons have incentive to adopt broadband into their daily lives at home. Local Connect Ohio representatives regularly meet with providers to discuss their coverage areas and programs, and can easily inspire and communicate new and tailored offers to these first-time users on behalf of the local providers. By providing a trusted link between the provider and the citizen, the Library and Connect Ohio work together to build a valuable bridge across the digital divide. As trusted community resources, these nonprofit entities team up to offer a no-risk opportunity to experience the value of broadband without obligation, then to build awareness and adoption through targeted programming and promotion.

**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:

- .

**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**





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**Are you partnering with any other key institutions, organizations, or other entities for this project?**

➤ Yes

If YES, key partners are listed below:

<p>Project Role: Other  Name: Flory, Katrina  Email: Katrina.Flory@Ohio.gov  Address 1: Office of the CIO  Address 2: 30 E. Broad Street, 39th Floor  Address 3:  City: Columbus  State: Ohio  Zip Code: 43215  Organization: State of Ohio, Dept of Administrative Services  Organization Type: State or State Agency  Small business: No  Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other  Name: Lodge, Melissa  Email: MLodge@Library.Ohio.Gov  Address 1: 274 E. First Ave.  Address 2:  Address 3:  City: Columbus  State: Ohio  Zip Code: 43201  Organization: State Library of Ohio  Organization Type: State or State Agency  Small business: No  Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor  Name: Hutchison, Ann  Email: AHutchison@AkronLibrary.org  Address 1: 60 S. High Street  Address 2:  Address 3:  City: Akron  State: Ohio  Zip Code: 44326</p>



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Organization: Akron-Summit County Public Library  
Organization Type: Non-profit Institution  
Small business: No  
Socially and economically disadvantaged small business concern: No

[Redacted contact information]

Project Role: Other  
Name: Hedges, Stephen  
Email: hedgesst@oplin.org  
Address 1: 2323 W. 5th Avenue  
Address 2: Suite 130  
Address 3:  
City: Columbus  
State: Ohio  
Zip Code: 43204  
Organization: Ohio Public Library Information Network  
Organization Type: State or State Agency  
Small business: No  
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
Name: Moeller, Valeriana  
Email: VMoeller@csc.edu  
Address 1: 550 E. Spring Street  
Address 2:  
Address 3:  
City: Columbus  
State: Ohio  
Zip Code: 43216-1609



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<p>Organization: Columbus State Community College          Organization Type: Non-profit Institution          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: Coe, Bonnie          Email: BCoe@COTC.edu          Address 1: 1179 University Drive          Address 2:          Address 3:          City: Newark          State: Ohio          Zip Code: 43055-1797          Organization: Central Ohio Technical College          Organization Type: Non-profit Institution          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: Boudouris, Jeff          Email: jeff.boudouris@sinclair.edu          Address 1: 444 W. Third Street          Address 2:          Address 3:          City: Dayton          State: Ohio          Zip Code: 45402-1460          Organization: Sinclair Community College          Organization Type: Non-profit Institution          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: Bowman, Luanne          Email: L Bowman@rio.edu          Address 1: PO Box 326          Address 2:          Address 3:          City: Rio Grande          State: Ohio          Zip Code: 45674-0500</p>



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Organization: Rio Grande Community College  
Organization Type: Non-profit Institution  
Small business: No  
Socially and economically disadvantaged small business concern: No

[Redacted contact information]

Project Role: Sub-recipient  
Name: Atwood, Joyce  
Email: AtwoodJ@ohio.edu  
Address 1: 101 University Drive  
Address 2:  
Address 3:  
City: Chillicothe  
State: Ohio  
Zip Code: 45601  
Organization: Ohio University - Chillicothe  
Organization Type: Non-profit Institution  
Small business: No  
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
Name: Tamburini, Terry  
Email: TTamburini@wscc.edu  
Address 1: 710 Colegate Drive  
Address 2:  
Address 3:  
City: Marietta  
State: Ohio  
Zip Code: 45750



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Organization: Washington State Community College Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No
Project Role: Sub-recipient Name: Doty, Laura Email: LDoty@BTC.edu Address 1: 120 Fox-Shannon Place Address 2: Address 3: City: St Clairsville State: Ohio Zip Code: 43950 Organization: Belmont Technical College Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No

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

The State Library of Ohio (SLO) is a key partner in this project. As a technology and budgetary resource in the state, the SLO assists individual libraries with administrative and fiscal management, and supplies resources for the use of independent public libraries across the state. While each library system is autonomous in Ohio, the State Librarian acts as a communicator and resource provider and has been instrumental in coordinating the project through outreach and integration of the dozens of individual library systems that are participating as partners in their own rights.

A key function of the State Library's office has been to aggregate the demand for the equipment portion of this project. Filing a separate Public Computing Capacity grant, known as OPAL I (Ohio Public Access through Libraries), SLO is providing needed capacity for existing and incremental patrons who will be driven into the facilities through this grant. OPAL II (Ohio Public Adoption through Libraries) is interwoven with their grant and each independent library has coordinated through Connect Ohio and SLO to fine-tune their portion of the project to its local needs and capabilities.



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Curriculum provided by SLO is a key part of the project. SLO offers Learning Express curriculum to all of its local library partners, but this tool is sorely underutilized because it is not promoted to the general public, nor to patrons already visiting the library. With the addition of a staff of trainers and the use of existing facilities, this curriculum will become a more useful tool to equip trainers and to encourage more use and eventual adoption of broadband. Jo Budler, State Librarian of Ohio serves on the Adoption subcommittee of Connect Ohio's Technology Association.

The State of Ohio has contracted Connect Ohio to provide community planning sessions and to engage community organizations and leaders in the strategic development and execution of broadband expansion in the 88 counties of Ohio. DAS administers Connect Ohio's contract to engage broadband service providers, collect and aggregate mapping data and consumer service requests, and is providing funds to promote the OPAL II project as a key statewide initiative for each community. Ohio is allocating \$320,712.28 to this project, instructing Connect Ohio's field staff to focus on this key initiative, if funded, in eCS meetings through June of 2011.

Akron Summit County Library System has provided an alternate curriculum for use by libraries who prefer to use materials with 2-hour class lengths and with trainer syllabi. The library is participating in the project as a Technology Education Center, with plans to provide up to an incremental 4,000 hours of training for this project.

[REDACTED]

Ohio Public Library Information Network provides bandwidth and support services to libraries across the state, and has worked with COH to verify adequate speeds.

202 local library systems contributed data to ensure complete and efficient deployment of equipment and training capacity. More than 530 individual branches in urban and rural areas partnered with COH to provide data for this project. Each library system provided an inventory of current equipment, training capacity, and ability to provide technical support and classroom training. Scores of systems, representing hundreds of branch locations agree to participate in the



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delivery of training and public awareness, and support costs. Each provides cash matching funds in proportion to the number of households in their service area, and each is excited to bring broadband training and incremental access to unserved citizens in their communities.

Contributions from individual systems, ranging from Monroeville Public Library's commitment of \$135 to Cincinnati-Hamilton County system's pledge of \$93,472. In total, the contributing library systems pledged over \$720,000 in cash to offset costs of the OPAL II project. If the project is funded, these libraries will benefit by receiving curriculum, training support, public awareness, and technical support to increase their ability to bring training and access to their communities. All participating libraries are listed in the Community Anchor Institution detail sheet. Matching fund amounts are provided with the supplemental materials.

Community Colleges have agreed to provide training where libraries cannot. This includes both urban and rural areas. In addition to their main campuses, some will use mobile and adjunct labs to deliver training in communities where their students live. Colleges include Columbus State, Sinclair, Washington State, Belmont Technical College, Central Ohio Technical College, Rio Grande Community College, and OU-Chillicothe, which is technically a branch university. Each has agreed to contribute matching funds. They may benefit if participants become continuing students.

Broadcasters have committed support to the project in the form of in-kind production and distribution services. Non-profit entities Ohio Association of Broadcasters, Ohio Educational Television Stations, and Ohio Public Radio have pledged in-kind contributions of up to \$1,080,000, \$400,000, and \$125,000 respectively and will benefit in receiving contracts to provide production or distribution services. Together, they make up much of the outreach campaign planned statewide.

Time Warner Cable has pledged \$100,000 in airtime and \$40,000 in cash support to Connect Ohio. TWC would benefit from additional subscribers to its broadband service.

## **D. Congressional Districts**

### **Applicant Headquarters**

- Ohio

### **Project Service States**



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Ohio

**Project Service Areas**

Ohio - 1

Ohio - 2

Ohio - 3

Ohio - 4

Ohio - 5

Ohio - 6

Ohio - 7

Ohio - 8

Ohio - 9

Ohio - 10

Ohio - 11

Ohio - 12

Ohio - 13

Ohio - 14

Ohio - 15

Ohio - 16

Ohio - 17

Ohio - 18





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

- No

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

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

Yes

## E. Community Anchor Summary

Community Anchor Institution	
Schools (k-12)	0
Libraries	327
Medical and Healthcare Providers	0
Public Safety Entities	0
Community Colleges	5
Public Housing	0
Other Institutions of Higher Education	2
Other Community Support Organization	1
Other Government Facilities	0
<b>TOTAL COMMUNITY ANCHOR INSTITUTIONS</b>	<b>335</b>
Minority Serving Institutions	
Historically Black colleges	0



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<b>and Universities</b>	
<b>Tribal Colleges and Universities</b>	0
<b>Alaska Native Serving Institutions</b>	0
<b>Hispanic Serving Institutions</b>	0
<b>Native Hawaiian Serving Institutions</b>	0
<b>TOTAL MINORITY SERVING INSTITUTIONS</b>	0

## F. Demographics

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

- No

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

**Other:**

**Vulnerable Populations**

- 

**Accessibility**

- 

**Other Languages**

-



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## G. Project Budget

Project Budget	
<b>Federal Grant Request</b>	\$6,859,156
<b>Total Match Amount</b>	\$3,131,476
<b>Total Budget</b>	\$9,990,632
<b>Match Percent</b>	31.3%

### Projects Outside Recommended Funding Range:



#### Sustainability:

92 direct jobs are created by this program for training and support. Serving important roles in the community, they will have a measurable value to citizens, providers, government, and libraries. Consumers and providers save money as a result of these jobs, and may fund them directly through payment for classes, or indirectly through levies or donations in the future.

In better economic times, libraries have seen the value of training consumers in computer use and in providing broadband service to those who need access. It is likely that when better times return, these services will continue to be valued by the community and offered as a part of the library budget.

Broadband service providers benefit from this training and information campaign. COH has solicited providers to prepare offers for consumers who complete the training program and wish to adopt broadband at homes. Provider revenues generated from 210,000 participants who initiate broadband service as a result of this program are estimated at \$7.6 million yearly, with an acquisition cost of under \$48 per subscriber. Providers already support a portion of COH's program, and will be compelled to continue and even increase this support for a program that provides such value to them. By offering a low-risk way for consumers to learn and try the technology, we bring value not only to the consumer, but to the broadband industry. And, as the industry gains new subscribers, the cost of delivery comes down – a benefit for both new and existing users.



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Consumers seldom eliminate their broadband subscriptions, even in recessionary times. Pew’s recent research indicates that consumers would prefer to eliminate cable television and cell phones than eliminate broadband subscription, once adopted. Pew also determined the largest growth in adoption rates in 2009 was among low-usage groups including senior citizens and low-income households. Library patrons and non-adopters are often within these groups. It is likely that those who choose to adopt broadband as a result of this program will sustain their own subscriptions, since broadband will create savings beyond monthly subscription fees in postage, shopping, travel and communication costs, as well as in convenience.

Since 2008, COH has been contracted to provide structure for communities interested in increasing broadband penetration and use. The projects funded to date have been aided by contributions from broadband providers, who have supported general operating costs and contributed generously to provide computers to publicly accessible computing facilities. While this grant seeks to accelerate that effort, it is part of a valuable proven program that has received community, government, and industry support for several years. As in the past, it is likely that there will be support from state government and the broadband industry to continue COH’s administrative role due to its low cost and proven value, and effectiveness.

<b>Matching Funds</b>	
<b>Applicant is providing matching funds of at least 20% towards the total eligible project costs?</b>	Yes
<b>Describe the matching contributions</b>	<p>The state of Ohio will provide cash funds of \$320,712.28, or 3.2% of the total budget, toward Connect Ohio’s PERSONNEL(\$207, 609.38), FRINGE BENEFITS(\$44,532.21), and TRAVEL(\$44,570.69) expenses from October 1, 2010 through June 30, 2011 from a contract with Connect Ohio to strengthen and encourage broadband adoption and awareness projects. The total includes \$24,000 for EQUIPMENT from the contract’s “Every Citizen Online” program. The contract was renewed in July 2009 and runs til June 30, 2012.</p> <p>Libraries will make provide cash of \$733,391, or 7.3% of the total budget, toward CONTRACTUAL cost of instructors(\$581,699),</p>



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	<p>technical support(\$10,116), and OTHER advertising(\$141,576). Together, 99 library systems, representing 327 individual branches will provide this total. A listing of the 99 library systems comprising these contributions is available.</p> <p>Belmont Technical College will provide \$118,657 cash for CONTRACTUAL instructors, \$26,875 for EQUIPMENT, and \$2243 for OTHER advertising, totaling \$47,775 or 0.5% of the budget.</p> <p>Ohio University-Chillicothe will provide \$39,600 cash for CONTRACTUAL instructors and \$38,750 for EQUIPMENT, totaling \$78,350, or 0.8% of the budget.</p> <p>Sinclair Community College will provide \$9000 cash for CONTRACTUAL instructors and \$5000 for EQUIPMENT, totaling \$14000, or 0.1% of the budget.</p> <p>Columbus State Community College will provide \$45000 cash for CONTRACTUAL instructors and \$1875 for EQUIPMENT, totaling \$46875, or 0.5% of the budget.</p> <p>Rio Grande Community College will provide \$27747 cash for CONTRACTUAL instructors and \$23750 for EQUIPMENT, plus \$3500 for OTHER advertising, totaling \$54997, or 0.6% of the budget.</p> <p>Columbus State Community College will provide \$45000 cash for CONTRACTUAL instructors and \$1875 for EQUIPMENT, totaling \$46875, or 0.5% of the budget.</p> <p>Central Ohio Technical College will provide \$27,000 cash for CONTRACTUAL instructors and \$7500 for EQUIPMENT, totaling \$32500, or 0.3% of the budget.</p> <p>Eastern Central Ohio Education Service Center will \$22500 cash for</p>
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	<p>CONTRACTUAL instructors and \$6200 for EQUIPMENT, totaling \$28700, or 0.3% of the budget.</p> <p>Washington Community College will provide \$2500 cash toward EQUIPMENT, or 0.03% of the budget.</p> <p>Time Warner Cable will contribute \$40,000 cash toward OTHER advertising, or 0.4% of the budget.</p>
<b>Unjust enrichment</b>	
<b>Disclosure of federal and/or state funding sources</b>	<p>Connect Ohio operates under a contract with the State of Ohio's Department of Administrative Services. The contract, renewed in July 2009, runs through June 2011 and provides a program of community broadband planning, statewide mapping and research, stakeholder management and distribution of computers to community organizations.</p> <p>The contract provides services similar to those requested in this application, but on a much smaller scale. There are no training services, no specific support for libraries, and no provision of technical support. A public awareness component is included on a much smaller scale, designed to reach 500,000 consumers at least once annually.</p> <p>The contract assures payment from the state to Connect Ohio of \$1,128,500 for services rendered between October 2011 and June 2012. The state is allocating a portion of these expenditures toward the OPAL II program in the form of matching funds with the intent of expanding upon this established program in order to assist in the creation of OPAL II. The state has agreed to allocate \$296,712.28 from its eCommunity Leadership line item from the contract to provide matching funds toward the staffing needed to administer the program centrally and in the field, together with associated fringe benefits and travel expenses. In addition, the state will allocate \$24,000 from the Every Citizen Online computer distribution line item</p>



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	<p>toward the purchase of equipment needed to conduct training for the OPAL II project.</p> <p>Funds for the state contract are derived from a budgetary process that allocates state bond money to the contract and is approved by a controlling board.</p> <p>Federal funds are allocated to the state under a separate program from the NTIA designed to create additional and different mapping and research under the SBDDG program. Connect Ohio is a subcontractor to the state and will receive funds for this program as state payments. No funds from this subcontract with the state will be used in the OPAL II program and none of the functions from the mapping project overlap with the OPAL II project initiatives or budget.</p>
--	--

Budget Narrative	
<b>Budget narrative</b>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED] Personnel costs are \$648,031.25. COH may use other personnel to fulfill the requirements of the project.</p> <p>Fringe benefit costs are 21.45% of the personnel salaries and include health and other insurance, SIMPLE retirement contributions, paid time off and employer taxes. Total costs are \$139,002.70.</p> <p>Travel costs total \$136,866.95 including mileage, meals, hotel, airfare and rental car costs, but may also include other travel costs incurred. The costs are necessary for training, field monitoring, partnership and task meetings. Rotating field visits occur. Mileage and meal per diems are paid at federal rates, hotels are \$120 per night, airfare is \$300 each</p>



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	<p>and daily rental car and fuel is \$90.</p> <p>Equipment costs: Applicant Equipment-COH will buy computers and peripheral equipment for field meetings, project and program tracking. In-kind contributions are made up of equipment to be allocated to this project. Budget per employee is \$2,500. User Equipment: 1000 approved computers will be purchased for use in public training centers and for public access. Total equipment cost is \$620,000. Other equipment may be purchased as needed.</p> <p>Supplies are basic office materials for each of COH’s staff, including filing, recording, and other items for printing, postage, and copying. Total supplies cost is \$16,000. Other supplies may be purchased as needed.</p> <p>Contractual: Instructors, support technicians, and call center services are contracted from libraries, colleges, non-profit technical providers, and other qualified suppliers. Training is reimbursed at \$30 to \$45 per classroom hour delivered. Callers seeking information about local classes are addressed by a hybrid phone system with live answering supported by automated voice recordings. Facilities without their own technical support will be provided with a centralized support telephone and email service. Costs for contracted services are \$3,813,470. Other costs may be incurred as needed.</p> <p>Other: Comprehensive Advertising drives nonadopters to the training centers. Cable and air TV and radio are combined with newspaper and bill stuffers to reach all Ohioans often. [REDACTED] In-kind distribution time is being provided by networks of television and radio stations that cover the entire state. Quarterly meetings and curriculum updates ensure up-to-date materials and execution. A Federal funds request of \$1,968,706.70 is joined by cash and in-kind contributions of \$1,913,645.22.</p>
<b>Budget reasonableness</b>	The budget was developed by our experienced project and





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	<p>management teams using data of similar technology planning programs to ensure program objectives are met. Unit prices are based on current assessments, existing prices, federal rates, vendor rates or reasonable estimates based on industry standards resulting in reasonable per unit cost.</p> <p><b>PERSONNEL &amp; FRINGE:</b> █ COH employees share the project with complementary state planning and mapping work, for synergy and efficiency. In November 2009, a 3rd party contractor assessed COH salaries using Economic Research Institute data. Rates are in line with industry norms and allow 4% annual cost-of-living adjustments and standard merit bonuses. Fringe benefits are based on a historical average of 21.45%.</p> <p>TRAVEL is necessary, reasonable, and based on federal rates. █ █ █ █ █ Trips generally includes multiple site visits.</p> <p>APPLICANT EQUIPMENT, at \$2500 per FTE over 2-years, covers computing, communication, presentation, and administrative equipment.</p> <p>USER EQUIPMENT is █. Minimum configs of 2GHz processor, 2GB RAM, monitor, O/S, and WIFI, make this competitive in the marketplace. More capable systems may be procured as markets allow. A mix of laptops and desktops is expected, with the monitor occasionally a digital projector. Proper equipment is vital to the success of training and adoption programs.</p> <p>SUPPLIES are \$500 per quarter for office and field staff combined. █. Unit costs are based on reasonable estimates.</p>
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	<p>CONTRACTUAL Instructor hours, budgeted at \$30-45, assume 1 hour of training, .5 hours of prep, plus materials and overhead; allowing wages of \$15-22/hr, benefits \$2-4, materials \$2-3, and \$3-5 overhead. Travel costs are included. Tech support and call center fees are based on quotes from nonprofit support organizations, using a mix of human and automated service, assuring high quality at low cost.</p> <p>OTHER Ad production costs are based on quotes, and matching increases distribution, bringing exposure to 11.5 million residents up to 60 times monthly, at a cost of less than \$0.04 per household per month.</p> <p>Advertising is necessary to promote public awareness of the program and its benefits. Multiple advertising media are utilized and are necessary to bring awareness to the public to ensure program success. This expense is allowable Advertising per OMB A-122, Appendix B, Paragraph 1.c(4).</p> <p>The program spends \$9,990,632.38 to train up to 450,000 citizens and creates 210,000 new subscribers: \$22.20 per new user or \$47.57 per new subscriber.</p> <p>COH has verified that all budgeted costs are allowable per OMB Circular A-122 and under BTOP eligible cost rules. Funding requested will be sufficient to complete the project.</p>
<b>Demonstration of need</b>	<p>Libraries have suffered tremendous budget reductions, have reduced their workforce, and are unable to provide broadband access and training resources at the level of previous times. Reductions in staff hours have necessitated a reduction in programming and an aging of existing equipment and facilities.</p> <p>Without federal support, citizens will not have sufficient access to broadband services and will have no ready place to learn about its benefits. The OPAL II project allows not only a recovery but an expansion of jobs for library trainers and provides a necessary increase</p>



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	<p>in computing capacity and training at a time when citizens are in need of these services more than ever before as they seek jobs, government services, health information, and communication resources.</p> <p>Though broadcasters are willing to make generous contributions to an awareness campaign, they are unable to provide it without federal assistance. In-kind contributions alongside federal funding of this awareness campaign is the only way to produce enough impressions to ensure a meaningful response from potential new adopters. Without federal funding, no advertising could direct citizens to a statewide learning program.</p> <p>Attempts to generate investment in this program from libraries, providers, state government, local foundations, and community teams have been unsuccessful and insufficient. While generous matching funds commitments have been made for this program, these entities cannot currently afford the necessary investment in equipment, training, and outreach without the synergy of working together and the investment of federal funds.</p> <p>In the past, the state of Ohio has allocated funds to the Connect Ohio program to create strategic community broadband plans, gather research, and form relationships with stakeholders and providers. In recent times, limited state funds have reduced this program, and are not available at all to provide direct solutions to citizens or community anchors.</p> <p>By leveraging Ohio’s investment in community planning and equipping libraries and community computing centers with sufficient modern equipment, this program provides an opportunity that would not otherwise be possible. Libraries have no coordinated training programs, old and limited equipment, and no budget to provide the programming proposed here.</p> <p>By leveraging the investment made by the state, the Connect Ohio</p>
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	program can go further and create a program that executes community strategies and produces adoption where the need has been clearly identified. But, the investment of the state, the matchinf funds from libraries, and the donations of providers are not enough. Only with an influx of federal funds will this meaningful program begin.
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**Funds to States/Territories**

States	Amount of Federal Grant Request
Ohio	6,859,156

**Funds to States/Territories Total:** \$6,859,156

## H. Historical Financials

Matching Funds			
	2007	2008	2009
██████████	██████████	██████████	██████████
██████████	██████████	██████████	██████████
██████████	██████████	██████████	██████████
████████████████████ ██████████	██████████	██████████	██████████
████████████████████			

## I. Program Benefits

Jobs	
How many direct jobs-years will be created from this project?	78



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<b>How many indirect jobs will be created from this project?</b>	14
<b>How many jobs will be induced from this project?</b>	52

**Methodology used to estimate jobs:**

Direct jobs are created for a staff to administer the program, technical and call center personnel, and trainers to deliver 87,318 hours of instruction. Each hour of instruction requires .5 hour of preparation and 1 hour of classroom training. With 87,318 hours of planned instruction, the direct training employee hours are 130,977, equaling 65.5 job-years, based on 2,000 hours per job.

Technicians provide 740 hours of direct support, equaling 0.4 job-years. A call center agent adds 2 job-years.

[REDACTED]

Total direct job-years created or retained are 77.9.

Overhead and support staff for the Connect Ohio positions includes accounting, HR, research and internal staff at Connected Nation’s facility. [REDACTED]

[REDACTED]

We estimate 6.1 indirect job-years will be created for advertising production and distribution and for manufacturing and distribution of project equipment and supplies.

Indirect job-years created or retained are 14.1.

Using the Council of Economic Advisor’s guide, the total of (indirect + direct) jobs is typically 64% of the total jobs created by a project. These are typically joined by 36% of jobs induced by the project. Dividing the 92 direct and indirect jobs by .64 and multiplying by .36, we arrive at 52 induced jobs.

78 direct, 14 indirect, and 52 induced jobs make 144 total.

<b>Adoption Metrics</b>
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<b>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?</b>	210000
<b>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?</b>	8460
<b>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?</b>	450000
<b>What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?</b>	\$22.20

**Measuring Adoption Impact:**

Connect Ohio produces statewide surveys to track adoption at least annually under contract with the state of Ohio, and as the contractor for NTIA's federal SBDDG initiative. A more comprehensive survey at the county level identified adoption rates by county in mid-2008. New surveys are scheduled for April, 2010 at this county level. New adoption metrics for each county will indicate the pace of adoption and can be used to track the improvement for each county over that period as well as to establish a baseline adoption rate for each county at the beginning of the project. Subsequent surveys, before and after OPAL II is under way, will allow us to measure performance with and without the program.

In addition, COH measures availability of service. This is important in establishing a "take rate" whereby subscribership within covered areas can be extrapolated. By using a combination of availability and adoption measurement, COH is positioned to understand the baseline, the typical rate of adoption without a stimulus, and the actual adoption impact of the project.

To prepare for this project, COH conducted a survey of library patrons, and knows that 38% of library users currently have broadband subscriptions in their homes. This is also a metric to measure through subsequent patron surveys. Determining whether existing patrons respond to training opportunities with increased subscribership will be easy to discern. Our partnership with libraries statewide allows us access to patrons efficiently and inexpensively. By surveying patrons and future students, we can easily determine the effectiveness of the awareness campaign. This is useful in making adjustments to media content and delivery, ensuring effective use of funds.



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Also, at least 4 counties will not initially participate in OPAL II. These will serve as control counties, allowing a baseline to show the rate of natural adoption, compared to stimulated adoption. The impact of the program will be evident, as we will continue our typical community broadband engagement in these areas.

Examples of available data can be found on Connect Ohio's website, [www.ConnectOhio.org](http://www.ConnectOhio.org). A typical county profile can be found here: [http://connectohio.org/\\_documents/Technology\\_Assessment\\_Coshocton\\_County.pdf](http://connectohio.org/_documents/Technology_Assessment_Coshocton_County.pdf)

COH partners with service providers. We will solicit offers for program participants from each of them, and will be able to track the response to these unique offers by engaging partners in followup activity. Also, the offers will be available through the COH website so we can measure interest in adoption by tracking the hits to that menu of offerings, while protecting the privacy of the users.

<b>Broadband Training Programs</b>	
<b>If you intend to provide training or education, how many people in total will your program(s) reach?</b>	450000
<b>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?</b>	6
<b>How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?</b>	65

**Describe their qualifications (training and experience):**

Most trainers will be subcontracted in order to reduce travel and orientation costs, deliver the program quickly, and take advantage of a trained workforce locally available within the libraries. Trainers will be provided by libraries, community colleges and workforce development centers, and, if needed, as direct employees of Connect Ohio.

Many of Ohio's libraries and colleges have an existing training staff. This staff generally offers advanced training to existing broadband subscribers, as well as introductory classes to new users. Many trained and qualified employees of the library systems have been laid off or have had their



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hours reduced because of the harsh economic climate and government budgetary necessity. For some libraries, it will be easy to subcontract these services directly from a pool of trainers who can be hired quickly and will be familiar with the equipment and facilities available locally.

Where libraries do not have sufficient ability to hire or temporarily hire a training staff, Connect Ohio will contract with local community colleges to enlist their faculty as part-time instructors. The use of community colleges is advantageous as this allows a natural extension of the learning and curriculum for participants who might not have considered basic college coursework otherwise. Many community colleges offer non-credit coursework and GED equivalency classes which will appeal to the same audience, and the instructors will be able to build a bond with individual students who can be encouraged to make good use of their opportunity to learn.

Community colleges are also being recruited to fill the gaps where public libraries are not able to meet the access or training needs of the community because of a lack of space, a lack of matching funds, or a general disinterest in the program. Both faculty and student instructors have been recruited to this program as not only qualified instructors, but also as ambassadors for higher or continued education and as an alternative computer facility for those without an adequate library program or facility.

The average trainer will have approximately 3 years of training experience, experience with computers and broadband applications, familiarity with the curriculum, and a local presence at the library or community college. By hiring many part-time employees through this subcontracting mechanism, we reduce travel costs, and make efficient use of funds by affording more flexible scheduling and a scalable program in each locality.

<b>Equipment Affordability Programs</b>		
<b>What is the total up-front cost of this equipment?</b>	\$0.00	
<b>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?</b>	0	Households
	0	Businesses
	0	Institutions
<b>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</b>	\$0.00	





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<b>fees?</b>	
<b>How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall?</b>	0

<b>Broadband Awareness Programs</b>	
<b>If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?</b>	11300000

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

Connect Ohio will deliver a comprehensive public awareness campaign through television, radio, and print media. Production of materials will be professional and compelling.

The clear and relatable messaging will be delivered under two themes: “Life is Better with Broadband” and “Get Connected”. Both image ads and call-to-action ads will compel viewers to discover broadband at their local library. A slate of ads highlighting six key broadband value propositions will rotate through television and radio play, reaching at least 8.3 million Ohioans over 60 times monthly. Each spot demonstrates a scenario that ends with a call to action, inviting the listener to a no-risk access and training opportunity at the local library (or alternate facility). The ads will be designed to substitute a call to action from providers and may be made available for their use. Complementary print ads will be developed and deployed through selected news media and local bulletins.

Sample value propositions include:

**Job Creation**

These commercials may include a conversation between a job seeker and a recently successful job gainer.

**Education**

GED opportunities, distance learning, pursuit of a degree and vocational training can all be highlighted, demonstrating the success of the person on the right side of the digital divide and



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offering the opportunity to learn about computers and broadband tools at no cost through library programming.

#### Health Care

This series will deliver a “wow” factor, highlighting in-home doctor visits, distant specialist visits, and the wealth of information available to consumers.

#### Access to Government Services

Tax forms, small-business start-up guidance, government assistance programs, and information about local community services.

#### Communication

The audience will relate to “Skyping” with distant relatives, conducting webinars with clients to save money, and cost-savings that come from technologies such as VOIP, newsfeeds, instant messaging and others. Both consumers and small businesses will respond.

#### Social benefits

Music, relationships, meet-ups, schedules for community, religious, and government events are all more accessible and up-to-date online.

#### Audience

The campaign targets non-adopters. By using old media, we will reach non-adopters where they are. Public radio, broadcast and cable TV, utility bill stuffers, and print newspapers will be utilized to reach households of many types. This is a broad campaign, aimed at those who choose not to subscribe because they don’t understand the value and also provides access and training opportunities to those who don’t have a computer or broadband access in their home. Some are economically disadvantaged but others are simply unaware or disinterested in broadband and its capabilities. All of these audiences will be reached with compelling example stories that capture their interest and clearly demonstrate the value of a specific broadband application.

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

Computer Use - Libraries have an existing population of computer users. Most libraries track the use of their existing computing facilities, and the State Librarian’s office conducts surveys to understand usage patterns. This data is available as a starting point and is surveyed annually. Additionally, COH established a baseline survey to identify trends and changes in the library



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audience and its usage and conducts regular surveys to determine the number of citizens using the library as an access point.

Training – Many, but not all, libraries measure attendance in classes where they are currently offered. By measuring computer use, classroom sign-up and attendance, the incremental users will be identifiable. Libraries will submit invoicing to COH for reimbursement for instructional hours. With each reimbursement, COH can catalog the number of participants in the training and compare attendance with that from before the additional capacity and awareness campaign were in place.

Outreach - Follow-up surveys will be conducted within the library computer centers to understand advertising campaign effectiveness. Not only can we understand traffic and usage increases, but we can ask questions at the point of training, through online surveys to determine whether participation is a result of advertising, word of mouth, referral, habit, or for a specific purpose. Because the participants are online as part of their visit a survey is easy to conduct.

Adoption – COH is contracted to measure overall broadband adoption and will conduct several ongoing surveys, enabling us to see the effect statewide in answers to consumer residential and business surveys. The surveys are statistically significant, occur on a regular basis, and have been established long enough to form an ideal baseline from which to measure the effectiveness of the advertising, training, offers made to spur adoption, and usage rates of consumers.

COH has invited broadband providers to offer participants discounted services or free connectivity as a pathway from training to adoption. These providers may share information with us about the program’s effectiveness, subscriber increase rates, and the number of incremental subscribers that come to them through library programs. Specific offers for participants will be accessible through COH’s website after initial training and the traffic to these pages will indicate the number of new users who explore home adoption.

COH measures household availability by census block and understand the number of unserved households in the service district of each library. Indications of new service levels will be recorded regularly to monitor the amount of new service offered. Adoption rates are measured by county twice annually. Take Rates (the number of subscribers where broadband is readily available) are indicated through extrapolation of survey results and can be measured regularly within county boundaries and at an aggregated state level.



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## J. Project Readiness

### Licenses and Regulatory Approvals

Other than software licenses, there are no licensing or regulatory approvals required to undertake this project. Connect Ohio is a nonprofit firm, already operating in the state of Ohio and with an existing staff, relationships with several hundred libraries, more than 80 local community broadband teams and well over 100 of broadband service providers. The project can launch quickly because we are already on the ground in all 88 of Ohio's counties and already engaged at a statewide and a local level with library leaders, broadband providers, equipment manufacturers, training contractors, and technical support providers.

### Organizational Readiness

Connect Ohio (COH) is able to begin this project immediately, as an extension of programming already in place. Statewide, 3,000 stakeholders have engaged in local broadband planning meetings, through our eCommunity Strategy program. COH prepares broadband maps and research for the state of Ohio and has comprehensive data sets and research in place to identify baselines and track progress. Four regional State Operations Managers work with community teams established in every county. Teams have developed local broadband strategies, and using libraries as broadband resource centers is a topic that has been discussed and is supported across Ohio.

The state of Ohio has contracted COH to continue these meetings through June of 2011 and to maintain the relationships and data sets required for the national broadband mapping project. COH teams travel extensively to local libraries, community centers, government offices, and places where people care about expanding the reach of broadband.

COH works with broadband providers in all areas of the state, engaging them regularly at local and statewide meetings, with regular conversations about expanding service areas, strengthening offerings, and producing new subscribers.

The State Librarian, Public Library Information Network, Board of Regents, Public Television, and other partners participate regularly in statewide meetings as members of COH's Steering Committee. Common missions to provide ubiquitous broadband in Ohio have been shared for



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over two years through collaborative planning meetings. The opportunity that the BTOP program presents has been thoroughly discussed to ensure that we are aligned with the purposes of the program and are able to implement quickly and effectively.

COH's Every Citizen Online program is in place and has distributed over 600 computers to community organizations over two years. Connected Nation, parent organization to COH, has delivered over 4,000 computers to students and community organizations including libraries and community centers across Tennessee, Kentucky, and Ohio for over 4 years. Efficient and economical procedures for sourcing, distribution, and documentation are in place.

COH works with nonprofit organizations that provide training and technical support on a regular basis. Preliminary quotations have been received from organizations which can perform the subcontract functions well and at low cost. Discussions with specific libraries and community college management has taken place to ensure that the costing, access, and operational processes are easy to implement and audit for both parties. There is sufficient capacity to hire and deploy trainers in the identified locations immediately. COH management has experience running technical training programs.

COH's management staff has direct and extensive experience in running multi-unit technical training programs and in managing nationwide advertising campaigns of up to \$50 million per year.

**Project Timeline and Challenges**

This timeline assumes an award in September, 2010. Libraries and College facilities will be ready for deployment at the time of award.

The program works in conjunction with the State Library of Ohio's OPAL I computer deployment, but OPAL II computer deployments, here, are not a part of that project, and are deployed in community colleges and community computing centers.

Adjustments will be made as results are measured against the plan. Classes not needed will not be scheduled. Computers not deployed will not be purchased.

Q4 2010

Administrative staff in place



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Curriculum and instructional materials delivered  
Subcontracts established with libraries and training providers  
Fill-in community computing centers identified  
Technical Support available  
650 computers deployed  
Radio, TV, Print ads developed  
41 million ad impressions  
613 instructor hours used (initial ramp-up – about 2 class/facility)  
72 facility visits by COH field team

**Q1 2011**

700 total computers deployed  
366 million ad impressions  
5,502 instructional hours (7 classes/facility/month)  
72 facility visits

**Q2 2011**

800 total computers deployed  
749 million ad impressions  
10,592 instructional hours (15 classes/facility/month)  
72 facility visits

**Q3 2011**

850 total computers deployed  
855 million ad impressions  
12,946 instructional hours (20 classes/facility/month)  
72 facility visits

**Q4 2011**

900 total computers deployed  
500 million ad impressions  
11,769 instructional hours (19 classes/facility/month)  
72 facility visits

**Q1 2012**



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950 total computers deployed  
500 million ad impressions  
11,769 instructional hours (19 classes/facility/month)  
72 facility visits

**Q2 2012**

1000 total computers deployed  
1 billion ad impressions  
15,299 instructional hours (25 classes/facility/month)  
72 facility visits

**Q3 2012**

all computers deployed  
1.2 billion impressions  
18,829 instructional hours (30 classes/facility/month)  
72 facility visits

**Training**

Estimates of hours deployed are based upon the advertising rollout schedule, with a response rate of 18.5% broken over a two-year period. The campaign expects to generate a response from a total of 360,200 households over the two-year program period. Each household will produce 1.25 participants for a total of 450,000 participants. Each will be offered 6 hours of instruction, for a total of 2,700,000 training hours. An average class size of 10 requires 270,000 instructor hours. Our program requests 87,318 hours over the program life, so class size will increase toward 20. 160,000 respondents will use self-paced curriculum.

**Advertising**

Traffic from advertising is based on a minimum response rate of 0.007% per impression  
Total advertising/media impressions per HH: 63/mo.

**Local Coordination**

Training locations will be visited on a rotating basis, several times each month by COH's field team to ensure that equipment, curriculum, training, and outreach are being effectively deployed.

**SPIN Number**



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## 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.**

Yes

Computers will be used in library and community college facilities, currently existing.

Advertising materials will be stored in Connect Ohio's office and distributed by Field Managers as they travel to facilities.

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

Yes

**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

Instruction will take place in existing libraries, community computing centers, community colleges, and workforce development computer centers.





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

<b>Submitted Date:</b> 3/15/2010 3:58:49 PM	<b>Easygrants ID:</b> 6581
<b>Funding Opportunity:</b> Sustainable Broadband Adoption	<b>Applicant Organization:</b> CONNECTED NATION, INC.
<b>Task:</b> Submit Application - Sustainable Broadband Adoption	<b>Applicant Name:</b> Mr. Tom Fritz

**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	1-Mgt Bios and Org Chart.pdf	Fritz, Tom	03/15/2010
Historical Financial Statements	CN 07 08 09 Financial Reports.pdf	Fritz, Tom	03/14/2010
Community Anchor Institutions Detail	CAI Detail.xls	Fritz, Tom	03/14/2010
BTOP Certifications	BTOP Authentication and Certifications FINAL.pdf	Fritz, Tom	03/14/2010
Detailed Budget	Detailed Budget Attachment Spreadsheet OPAL II -FINAL.xls	Fritz, Tom	03/14/2010
SF424 A Budget	SBA SF-424A Form-OPAL II FINAL.pdf	Fritz, Tom	03/14/2010
SF424 B Assurances - Non-Construction	Assurances Non-Construction FINAL.pdf	Fritz, Tom	03/14/2010
Supplemental Information	1 - Supporting Documents - FINAL.pdf	Fritz, Tom	03/15/2010



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Supplemental Information	1 - Additional Library letters of participation.pdf	Fritz, Tom	03/15/2010