



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

<b>Submitted Date:</b> 3/15/2010 10:49:57 AM	<b>Easygrants ID:</b> 6071
<b>Funding Opportunity:</b> Sustainable Broadband Adoption	<b>Applicant Organization:</b> ZERODIVIDE
<b>Task:</b> Submit Application - Sustainable Broadband Adoption	<b>Applicant Name:</b> Ms. Tessie Guillermo

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## Table of Contents

- A. General Application Information
- B. Executive Summary, Project Purpose, and Benefits
- C. Partners
- D. Congressional Districts
- E. Community Anchor Summary
- F. Demographics
- G. Project Budget
- H. Historical Financials
- I. Program Benefits
- J. Project Readiness
- K. Environmental Questionnaire
- L. Uploads



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## A. General Application Information

Applicant Information	
Name and Federal ID for Applicant	
<b>DUNS Number</b>	829939854
<b>CCR # (CAGE)</b>	5DKM3
<b>Legal Business Name</b>	ZERODIVIDE
<b>Point of Contact (POC)</b>	TESSIE GUILLERMO 4157730388 Ext. tessie@zerodivide.org
<b>Alternate POC</b>	JOHN HOFFMAN 4157730388 Ext. jhoffman@zerodivide.org
<b>Electronic Business POC</b>	TESSIE GUILLERMO 4157730388 Ext. tessie@zerodivide.org
<b>Alternate Electronic Business POC</b>	LAURA EFURD 4157730388 Ext. laura@zerodivide.org

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



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<b>Suffix</b>	
<b>Telephone Number</b>	14157730388
<b>Fax Number</b>	14157730380
<b>Email</b>	tessie@zerodivide.org
<b>Title</b>	President & CEO

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Mr. John , Hoffman	4157730388	jhoffman@zerodivide.org

Other Required Identification Numbers	
<b>Easygrants ID</b>	6071
<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 Foundation
<b>Is the organization a small business?</b>	No
<b>Does the organization meet the definition of a socially and economically disadvantaged small business concern?</b>	No

**Authorized Organizational Representative**



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<b>AOR</b>	GUILLERMO, TESSIE
<b>Result</b>	Applicant Authorized

**Project Title and Project Description**

**Project Title:** Generation ZD Digital Literacy Program

**Project Description:** ZeroDivide’s “Generation ZD Digital Literacy Program” will increase broadband use and skills for 146,283 low-income disadvantaged youth in 6 western states (CA, HI, OR, WA, NM, UT). This will be accomplished through provision of a best practices digital media training curricula in 7 community anchor institutions to sustain broadband adoption by young people in vulnerable communities.

**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:

Name	Title	Employer



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Laura Efurd	Chief Community Investment Officer	ZeroDivide
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## B. Executive Summary, Project Purpose and Benefits

### Essay Question

**Executive Summary of the proposed project:**

**Executive Summary:**

ZeroDivide’s “Generation ZD Digital Literacy Program” will form a new generation of broadband users among underserved youth who otherwise have limited or no access to digital and information technology in the home. ZeroDivide will partner with 7 community anchor institutions (hereafter also referred to as “sub-recipient partners”) in 6 western states (CA, HI, OR, WA, NM, UT) to increase broadband use and build the broadband application skills – resulting in higher educational achievement and job opportunities - of over 140,000 low-income, disadvantaged youth in urban and rural environments.

**Problem Statement:**

An increasingly complex and technology driven world has exacerbated social and economic inequality for low-income, disadvantaged individuals, particularly underserved youth. Access barriers such as availability, cost, and lack of relevant content have impaired broadband adoption rates within vulnerable communities. Barriers related to race, physical capacity, economic conditions and geography further contribute to this digital divide. This makes it difficult for disadvantaged youth to fully participate in the digital revolution and overcome related social, economic and education disparities. A recent study by Connected Nation reported that subscription rates to broadband service remain stagnant among low-income and minority consumers, due to such factors as lack of a household computer, lack of broadband training, high costs of service, and/or unreliable network facilities. In urban areas, broadband adoption and home subscribership among minorities remains at 47%, and among low-income minorities at 20%, compared to 52% of non-minority residents. In rural areas, only 33% of minorities and 20% of low-income minorities subscribe to broadband, compared to 40% of non-minorities. The racial breakdown illustrates lower broadband adoption rates among all minorities, with Hispanics and African Americans reporting even significantly lower computer ownership rates. While



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young people drive technology adoption in these communities, disadvantaged and low-income youth often do not have access in their home environment. A Pew Internet & American Life survey revealed that while teens have higher rates of internet use than adults, low-income and minority youth have lower use rates. The resulting digital divide is a technological manifestation of socioeconomic, cultural and political divides that impact vulnerable and underserved youth in these communities.

**Overall/Innovative Approach:**

Through ZeroDivide’s 10 years of experience, we have learned that technology adoption, particularly broadband, is driven by the amount of relevant content on the internet. For young people, the ability to develop and distribute their content, whether a website, video, game, blog or podcast, provides a significant incentive to engage in and learn more about broadband applications. However, the Pew survey above found that low-income teens and teens living in rural and urban locales are less likely to be internet content creators than their higher-income counterparts living in suburban areas. ZeroDivide has worked with over 50 programs, directly impacting over 10,000 individuals, that incorporate digital media production as a means to increase broadband technology skills and use among low-income and disadvantaged individuals. In addition, these programs increase leadership and collaboration skills, increase academic achievement, and build workforce development skills. An evaluation of one of our programs in Long Beach, California concluded that this technology-based content development program resulted in a 100% high school graduation rate among its participants compared to an 80% graduation rate in the Long Beach Unified School System.

This project implements digital literacy and content production programs at 7 community anchor institutions to increase broadband use among low-income and disadvantaged youth in rural and urban environments in 6 western states (CA, HI, OR, WA, NM, UT). The project will advance two BTOP statutory objectives: 1) Provide broadband education, awareness, training, access, equipment, and support to community anchor institutions, job-creation facilities, and vulnerable populations; and 2) Stimulate demand for broadband.

**The program consists of three major components:**

**Broadband Digital Literacy Skills Curriculum:** Curricula will include an average of 60 hours of digital media arts production training such as video, graphic design, animation, games, audio and radio stories and documentaries, podcasts, and music at sub-recipient sites. Participants will also develop leadership skills, including project management and collaboration training.



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**Content Distribution:** Content developed through this program will be distributed through a variety of broadband channels, such as local and regional community media stations, social networking sites, and youth media and service organizations.

**Community Anchor Institution Capacity Building and Sustainability:** ZeroDivide will improve the capacity of our 7 sub-recipient partners to deliver broadband programs, including addressing accessibility issues of individuals with disabilities; and increasing sustainability by diversifying income and developing earned income strategies to sustain the program beyond the life of the BTOP grant.

**Areas to be served:**

Low-income youth communities in urban and rural areas with significant numbers of minority/immigrant and other disadvantaged/vulnerable populations in Humboldt County, CA (cities of Eureka, Arcata, Fortuna, Rio Dell Ferndale & Blue Lake); Salt Lake City, UT; Maui County, HI (Islands of Maui, Lanai & Molokai); City of Hollister, City of San Juan Bautista and San Benito County, CA; King, Snohomish, Skagit Island, and Pierce Counties, WA; City of Portland, Multnomah and Washington Counties, OR; and Santa Fe County (City of Santa Fe), NM.

**Target area population:**

224,500 people of which 73% have household income at or below the poverty level; 100% are 5 to 25 years old; 5% are non-English speaking at home; and 32% have one or more disabilities.

**Demographic Information:**

Among the 146,283 participants in this project, 100% are children and youth 5 – 25 years of age, 75% live in low-income households, 50% speak English as a second language (ESL), 5% are non-English speakers, and 35% have one or more disabilities.

**Qualifications:**

ZeroDivide is a 501(c)(3) public foundation that supports technology adoption in underserved communities. Established by community leaders representing of the most underserved populations in California, ZeroDivide has documented expertise in overcoming barriers to technology adoption in disadvantaged communities. Over the last 10 years, ZeroDivide has invested in building technology capacity in nearly 450 community anchor institutions, and increasing technology (including broadband) adoption in the communities they serve. ZeroDivide has specific expertise in working with underserved communities to produce digital



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media content as a means to promote broadband adoption. ZeroDivide’s Digital Storytelling Institute was one of 8 projects featured by the Federal Communication Commission at America’s Digital Inclusion Summit on March 9, 2010. In addition to the technology adoption outcomes of our programs, we have increased graduation rates among low-income and at-risk youth in Long Beach; increased access to health care for limited English proficient and low-income individuals in San Francisco; and diversified media content distributed via broadband networks throughout California to better reflect the state’s diverse populations. ZeroDivide has the experienced management staff and qualifications to replicate and scale models, including:

- a. Technical, organizational and financial capacity;
- b. Ability to leverage experience and philanthropic/corporate relationships;
- c. A proven track record in stimulating broadband demand and adoption in vulnerable communities.

**Outcomes:**

This project will train 146,283 new broadband users, and build a replicable best practices digital media technology curricula in 7 community anchor institutions (outside the home), to sustain broadband adoption by young people in vulnerable communities.

**Job Creation:**

22 jobs saved or created (using National Council of Economic Advisors formula)

Overall cost of proposed project: ZeroDivide proposes an overall budget of \$1,989,242 over 27 months. Of this amount ZeroDivide requests \$1,384,242 in BTOP Sustainable Broadband Adoption funds and will provide a \$605,000 cash match, covering 30.4% of the project costs.

**Project purpose:**

ZeroDivide’s “Generation ZD Digital Literacy Program” will form a new generation of broadband users among underserved youth who otherwise have limited or no access to digital and information technology in the home. ZeroDivide will partner with 7 community anchor institutions (hereafter also referred to as “sub-recipient partners”) in 6 western states (CA, HI, OR, WA, NM, UT) to increase broadband use and build broadband application skills—resulting in higher educational achievement and job opportunities—of over 140,000 low-income, disadvantaged youth in urban and rural environments. Significance of Problem: An increasingly complex and technology driven world has exacerbated social and economic inequality for low-income, disadvantaged individuals, particularly underserved youth. Access barriers such as





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availability, cost, and lack of relevant content have impaired broadband adoption rates within vulnerable communities. Barriers related to race, language, physical capacity, economic conditions and geography further contribute to this digital divide. These barriers make it difficult for disadvantaged youth to fully participate in the digital revolution and overcome related social, economic and educational disparities. A recent study by Connected Nation reported that subscription rates to broadband service remain stagnant among low-income and minority consumers, due to such factors as lack of a household computer, lack of broadband training, high costs of service, and/or unreliable network facilities. In urban areas, broadband adoption and home subscribership among minorities remains at 47%, and among low-income minorities at 20%, compared to 52% of non-minority residents. In rural areas, only 33% of minorities and 20% of low-income minorities subscribe to broadband, compared to 40% of non-minorities. Lower broadband adoption rates exist among all minorities, with Hispanics and African Americans reporting significantly lower computer ownership rates. While young people drive technology adoption in these communities, disadvantaged and low-income youth often do not have access in their home environment. A Pew Internet & American Life survey revealed that while teens have higher rates of internet use than adults, low-income and minority youth have lower use rates. The resulting digital divide is a technological manifestation of socioeconomic, cultural and political divides that impact vulnerable and underserved youth in these communities. Effective Solution/Advancing BTOP Goals: Over the past decade, ZeroDivide has learned that technology adoption, particularly broadband, is driven by the amount of relevant content on the internet. For young people, the ability to develop and distribute their content, whether a website, video, game, blog or podcast, provides a significant incentive to engage in and learn more about broadband applications. However, the Pew survey above found that low-income teens and teens living in rural and urban locales are less likely to be internet content creators than their higher-income counterparts living in suburban areas. Our program implements a comprehensive curriculum of digital literacy, media content production and technology job skills training at 7 community anchor institutions, to increase broadband use among low-income and disadvantaged youth in rural and urban environments in 6 western states (CA, HI, OR, WA, NM, UT). This will advance the BTOP statutory goal of providing broadband education, awareness, training, access, equipment, and support to community anchor institutions, job-creation facilities, and vulnerable populations. In addition, addressing the digital divide among low-income disadvantaged youth will create long-term broadband users, and address the BTOP goal to stimulate the demand for broadband now and in the future. Broad Significance: Many digital literacy and media production programs target young people. However, few programs track outcomes related to broadband use and adoption, or utilize standardized evaluation measurements to compare and



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contrast programs across geographies and populations. By working with a cohort of programs serving low-income, disadvantaged youth in a variety of communities across 6 states, ZeroDivide will form and support a community of practice among sub-recipient partners to develop a scalable broadband adoption model focused on youth, which will include an adaptable, but standard training curricula, data collection system and dashboards; and aggregation of key metrics and evaluation data across service sites for benchmarking and impact measurement. This model will also facilitate shared lessons, joint problem solving, and document and replicate best practices.

ZeroDivide programs already serve as a model for broadband adoption. ZeroDivide’s Digital Storytelling Institute was one of 8 projects featured by the Federal Communication Commission at America’s Digital Inclusion Summit on March 9, 2010. Other components of this program that can serve as model for replication include:

1) Support Ecosystem: The value of ZeroDivide’s methodology is in establishing a comprehensive ecosystem of support for sub-recipient partners through technical assistance in curriculum development, outcomes measurement/data collection/evaluation, business development, financial reporting, fund development & sustainability, and accessibility for individuals with disabilities. 2) Sustainability: A unique aspect of our methodology is to foster in sub-recipient partners a revenue generating component to support sustained technology usage and ongoing adoption. This not only ensures long-term use of broadband, but also creates self-sustainable enterprises capable of building definable consumer markets for future broadband services and applications. 3) Broadband Digital Literacy Skills Curriculum: An adaptable, but standard training curricula includes an average of 60 hours of digital media arts production.

**Recovery Act and Other Governmental Collaboration:**

- Generation ZD Digital Literacy Program is not receiving any other Recovery Act, federal or state developmental funds.

**Technology Strategy:**

ZeroDivide’s technology strategy addresses barriers to youth technology adoption beyond affordability/access to broadband networks. The process of learning to create content - and then share and distribute it through online channels - provides young users a significant incentive to engage in and use broadband applications. Thus, this project will increase broadband adoption within the targeted populations in two ways: 1) Digital media development training curricula at 7 sub-recipient partners; and 2) Job skills training with a focus on digital media production to over 146,000 youth collectively served at these 7 sites. Course curricula includes an average of 60



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hours of technology skills training in two phases: 1) digital media and online content development; and 2) social networking for distribution and promotion.

Training in digital video production, website design, and social networking is experiential, to enable participants to personalize content based upon their own experiences and communities. Digital video training will include 1) using available digital video and social media tools, 2) story development, and 3) post-production tasks including: file transfers, design of compilation disks and cover art, and preparation and upload to online video services. Users will learn basic setup of cameras, the advantages and disadvantages of various recording formats, along with training on different camera techniques for better quality footage using Cisco Flip Cameras and Canon GL2's. Adobe Creative Suite will allow participants to successfully edit content created during production. These training steps are critical during the post-production phase to ensure that video can be used online. Website-design training curriculum will include 1) HTML training, 2) writing content for the web that is readable, relevant, and of interest to the target audience, 3) understanding and planning for complex website projects through the development of project management skills, 4) creating accessible sites through metatags and alt tags, 5) error-checking of completed sites and problem resolution, and 6) understanding of open source software. The final piece of the training will demonstrate for users how to distribute their content online using social media sites such as YouTube, Vimeo and Facebook.

ZeroDivide will configure and deploy the equipment to sub-recipient partners for training and on-going implementation of the program. Each sub-recipient will receive four MacBook Pro laptops, equipped with Adobe's CS4 production suite and 500GB external hard-drives. MacBook Pro laptops' tremendous power and portability make them the standard for post-production and offer enough processing power and memory to last throughout the project's 3 years at optimum performance. The Adobe software will also enable users to quickly and easily compress video for online distribution. Western Digital 500GB hard-drives will allow storing of created and edited content.

**Innovative Approach:**

ZeroDivide's approach transforms vulnerable and underserved communities by building their capacity to understand, design and adopt broadband and other technologies. And since inception in 1998, all of our projects incorporate cultural competency as a program design requirement. With a focus on sustainability, our system of support and peer-based learning strategies improve upon conventional broadband adoption approaches. This is achieved by structuring a self-



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sustaining, geographically extensive network comprised of sub-recipient partners, who are all community anchor institutions. There are four components to this strategy: 1) Support Ecosystem; 2) Leverage; 3) Network Effect; and 4) Sustainability.

**Support Ecosystem:** The great value of ZeroDivide’s methodology is in establishing a comprehensive ecosystem of support for its sub-recipient partners, to increase the impact of their broadband adoption services. ZeroDivide will provide technical assistance through group trainings as well as individualized support in such areas as curriculum development, outcomes measurement/data collection/evaluation, business development, financial reporting, fund development & sustainability, and accessibility for individuals with disabilities.

**Leverage:** The project will leverage ZeroDivide’s relationships with the technology industry, philanthropy, non-profit technical assistance providers, and volunteer organizations. For example, sub-recipient partners will have access to low cost technology hardware and software via organizations such as TechSoup Global, and/or free access to CRM Salesforce.com.

**Network Effect:** ZeroDivide also plays a key role in forming and supporting a community of practice among sub-recipient partners. Components include:

- Developing an adaptable, but standard training curricula, data collection system and dashboards; and aggregating key metrics and evaluation data across service sites for benchmarking and impact measurement.
- Establishing regular opportunities for community partners to share lessons, engage in joint problem solving, and document and replicate best practices. This is accomplished through webinars, socialized information sharing, and in-person group trainings.

**Sustainability:** A unique aspect of our methodology is to foster in sub-recipient partners a revenue generation component to support sustained technology usage and ongoing adoption. This not only ensures long-term use of broadband, but also creates self-sustainable enterprises capable of building definable consumer markets for future broadband services and applications. Since 1997, ZeroDivide has successfully supported several such social enterprises. For example we will work with sub-recipient partners to explore business models which can help diversify revenue sources and build earned income streams. Our methodology ensures that sub-recipient partners sustain their broadband services and related adoption efforts beyond the life of the BTOP grant.



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**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

**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: Sub-recipient Name: McLaughlin, Sean Email: admin@accesshumboldt.net Address 1: 1915 J Street Address 2: Address 3: City: Eureka State: California Zip Code: 95501 Organization: Access Humboldt Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No
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Project Role: Sub-recipient Name: April, Jay Email: jay@akaku.org Address 1: 333 Dairy Road
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Address 2: Suite 104  
 Address 3:  
 City: Kahului  
 State: Hawaii  
 Zip Code: 96732  
 Organization: Akaku: Maui Community Television  
 Organization Type: Non-profit Corporation  
 Small business: No  
 Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
 Name: Padilla, Al  
 Email: sfbgc@aol.com  
 Address 1: PO Box 2403  
 Address 2:  
 Address 3:  
 City: Santa Fe  
 State: New Mexico  
 Zip Code: 87504  
 Organization: Boys & Girls Club of Santa Fe  
 Organization Type: Non-profit Corporation  
 Small business: No  
 Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
 Name: Bisbee, Kathy  
 Email: kathy@mycmap.org  
 Address 1: 5055 Santa Theresa Blvd L 139  
 Address 2:  
 Address 3:  
 City: Gilroy  
 State: California  
 Zip Code: 95020  
 Organization: Community Media Access Partnership (CMAP)  
 Organization Type: Non-profit Corporation  
 Small business: No  
 Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
 Name: McDaniel, Sylvia  
 Email: sylvia@pcmtv.org  
 Address 1: 2766 NE Martin Luther King Jr. Blvd



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Address 2:  
Address 3:  
City: Portland  
State: Oregon  
Zip Code: 97212  
Organization: Portland Community Media  
Organization Type: Non-profit Corporation  
Small business: No  
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
Name: Graham, Malory  
Email: malory@reelgrrls.org  
Address 1: PO Box 12251  
Address 2:  
Address 3:  
City: Seattle  
State: Washington  
Zip Code: 98102  
Organization: Reel Grrls  
Organization Type: Non-profit Corporation  
Small business: No  
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
Name: Trout, Larissa  
Email: larissa@spyhop.org  
Address 1: 511 West 200 South  
Address 2:  
Address 3:  
City: Salt Lake City  
State: Utah  
Zip Code: 84101  
Organization: Spy Hop Productions  
Organization Type: Non-profit Corporation  
Small business: No  
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
Name: Sheehan, Karen  
Email: karensheehan@ataaccess.org  
Address 1: 1304 Southpoint Boulevard



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Address 2: Suite 240  
Address 3:  
City: Petaluma  
State: California  
Zip Code: 94954  
Organization: Alliance for Technology Access  
Organization Type: Non-profit Corporation  
Small business: No  
Socially and economically disadvantaged small business concern: No

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

ZeroDivide will work with 7 community anchor institutions in 6 western states (CA, HI, OR, WA, NM, and UT) to implement digital media programs and increase broadband use among low-income, disadvantaged youth. ZeroDivide conducted an extensive due diligence process to select these sub-recipient partners based upon 1) a proven track record in working with low-income and disadvantaged youth, 2) strong ties to underserved communities in their local neighborhoods, and 3) technical expertise and staff capacity to implement advanced digital media and broadband application training. Since the fall of 2009, we have worked with these partners to develop a strong network to execute the proposed program. An auxiliary 8th partner, Alliance for Technology Access, will provide training and technical assistance to ensure that programs are accessible to individuals with disabilities.

**Partner descriptions:**

1. Akaku: Maui Community Television is designated by the Hawaii Dept. of Commerce and Consumer Affairs as the sole provider of Public Education Government access services in Maui. Akaku's key role is to implement digital literacy training to Maui's rural Native Hawaiian and minority youth through its (Project YBEAM) Youth Broadband Education & Awareness Mentoring), an online peer-to-peer program for and about Maui's marginalized youth. YBEAM provides computer literacy training and raises awareness of broadband technology through TV, radio, webstreaming, and education.

Matching Contribution: \$235,244 overhead (Cable Franchise Fees, County and Production contracts, Fundraising, Donations, sponsorship/underwriting)

Jay April  
333 Dairy Road, Suite 104





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

<b>Submitted Date:</b> 3/15/2010 10:49:57 AM	<b>Easygrants ID:</b> 6071
<b>Funding Opportunity:</b> Sustainable Broadband Adoption	<b>Applicant Organization:</b> ZERODIVIDE
<b>Task:</b> Submit Application - Sustainable Broadband Adoption	<b>Applicant Name:</b> Ms. Tessie Guillermo

Kahului, HI 96732  
jay@akaku.org  
808-871-5554

2. Access Humboldt (AH) is an innovative, self-sustaining media resource for community anchor institutions, residents, local governments, educational institutions and in Humboldt County, CA. AH will conduct sustainable training, skill-sharing and workforce development programs for the North Coast region of California, including youth from the Native American Table Bluff Wiyot Tribe, Karuk Tribe, and Hoopa Tribe.  
Matching Contribution: \$35,728 PEG grant

Sean McLaughlin  
Community Media Center  
c/o Eureka High School Campus  
1915 J Street, Eureka CA 95501  
(707) 476-1798

3. Boys & Girls Clubs of Santa Fe (BGCSF) This Intel Computer Clubhouse will provide low-income youth ages 6 to 18 with access to broadband technology, hardware, interactive software, and mentorship and training.  
Matching Contribution: None  
Al Padilla  
PO Box 2403  
Santa Fe, NM 87504  
(505) 983-6632

4. Community Media Access Partnership (CMAP) provides free and low-cost media literacy, multimedia storytelling, technology, and video production trainings to residents, community organizations and educators. Through digital media content creation and internet literacy programs, CMAP provides broadband education, awareness, training, access, equipment, and support to community anchor institutions, job-creating facilities, where vulnerable populations are served.  
Matching Contribution: \$10,000

Kathy Bisbee



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5055 Santa Theresa Blvd L139  
Gilroy, CA 95020  
(408) 846-4983

5. Portland Community Media (PCM) is dedicated to increasing technical proficiency and reducing technology disparities among youth, the economically disadvantaged, persons of color, immigrants, veterans and persons with disabilities. PCM will implement a Youth Media curriculum for youth aged 14 to 18 to help participants develop a passion for technology, resulting in improved study habits, critical thinking, problem-solving and team-building skills. Media produced by participants will air on PCM's cable channels.  
Matching Contribution: \$150,000 Capital equipment

Sylvia McDaniel  
2766 NE Martin Luther King, Jr. Blvd  
Portland, OR 97212  
(503) 288-1515

6. Reel Grrls empowers young women from diverse communities to realize their talent, power and influence through media production. Reel Grrls is the first all-girl, year-round media training program in the US. BTOP funds will support an afterschool and weekend digital literacy program, and expand a three-month apprenticeship into a year-round program where teen girls produce videos for non-profits. Reel Grrls participants come from populations most vulnerable to recession effects, including young women on probation, foster care, and/or from low-income neighborhoods.  
Matching Contribution: \$36,000 Comcast; \$10,000 Microsoft; \$20,000 Adobe

Malory Graham  
PO Box 12251  
Seattle, WA 98102  
(206) 323-0693

7. Spy Hop Productions is a youth media arts center that provides safe after-school mentoring programs in film/video production, radio, music, sound engineering, digital design, and animation. Participating youth (K-12) use media to engage in their communities and to learn critical thinking. BTOP funding will support programs, which provide hands-on and project-



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based learning experiences to promote positive youth development through individuality, creativity, leadership, and intellectual curiosity.  
Matching Contribution: \$50,000 2009 ARRA; \$167,000 Salt Lake Substance Abuse Prevention Services; \$110,000 Zoo/Arts/ & Parks of Salt Lake; \$5,000 City Arts Council

Larissa Trout, Development Director  
511 West 200 South, Ste. 100 ?  
Salt Lake City, UT 84101 ?  
801-532-7500

8. Alliance for Technology Access is dedicated to providing information and support services to children and adults with disabilities. ATA will provide direct assistance and training to other sub-recipient partners to support outreach to individuals with disabilities and to ensure that programs are accessible.

Matching Contribution: None

Karen Sheehan  
Alliance for Technology Access  
1304 Southpoint Blvd. Ste. 240  
Petaluma, CA 94954  
707-778-3013

## **D. Congressional Districts**

### **Applicant Headquarters**

- California

### **Project Service States**

California

Hawaii

New Mexico

Oregon



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Washington

Utah

**Project Service Areas**

California - 15

California - 17

California - 1

Hawaii - 2

New Mexico - 3

Oregon - 3

Oregon - 1

Oregon - 5

Washington - 2

Washington - 8

Washington - 1

Washington - 9

Utah - 2

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

➤ Yes

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



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Hoop Valley Tribal Council

Karuk Tribe of California

Table Bluff Reservation - Wiyot Tribe

Ute Indian Tribe

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

No

## E. Community Anchor Summary

<b>Community Anchor Institution</b>	
<b>Schools (k-12)</b>	10
<b>Libraries</b>	9
<b>Medical and Healthcare Providers</b>	2
<b>Public Safety Entities</b>	0
<b>Community Colleges</b>	3
<b>Public Housing</b>	1
<b>Other Institutions of Higher Education</b>	2
<b>Other Community Support Organization</b>	25
<b>Other Government Facilities</b>	8
<b>TOTAL COMMUNITY ANCHOR INSTITUTIONS</b>	60
<b>Minority Serving Institutions</b>	
<b>Historically Black colleges</b>	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?

- Yes

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

Hispanic

Black/African-American

Asian

Native American or Native Alaskan

Native Hawaiian or Pacific Islander

English as Second Language (ESL)

Disabled

Low Income

Unemployed

Youth



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**Other:**

**Vulnerable Populations**

Each of ZeroDivide’s sub-recipient partners qualifies as a community anchor institution serving disadvantaged/vulnerable populations as defined by the US Census Bureau - Hispanic, Black/African American, Native Hawaiian, Native American, ESL, Disabled, Low Income, Unemployed, Seniors and Youth.

Specific areas to be served are: 1) low-income urban communities in major metropolitan areas; 2) rural areas with significant numbers of minority and immigrant residents, and 3) other disadvantaged and vulnerable populations within communities in Hawaii, Washington, Oregon, California, Utah and New Mexico.

Many of ZeroDivide’s sub-recipient partners strategically select collaborative community organizations with expertise and a successful track record of serving these same vulnerable populations. For example, the Boys and Girls Club of Santa Fe actively embraces the breadth of cultural competence needed for effective service delivery. Over 50% of the staff is bilingual, and most materials are offered in Spanish to better serve members for whom English is not the first language or the language spoken at home. Several partners offer prevention programs that are designed to alleviate social problems such as gang involvement and violence that often exist in lower-income communities. Many of the leadership and staff of ZeroDivide’s sub-recipient partners engage in cultural competency trainings as part of their organization-wide diversity initiatives. These include disability/accessibility accommodations across multiple disciplines including multimedia education, community access programs, and physical plant/infrastructure.

Technical assistance regarding accessibility will be provided by ZeroDivide’s sub-recipient partner, the Alliance for Technology Access (ATA), which will help the seven other sub-recipient partners better serve people with disabilities. ATA is designing a specific program component to integrate disabled youth as trainers in its various technical assistance projects.

**Accessibility**



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Each of ZeroDivide’s sub-recipient partners qualifies as a community anchor institution serving disadvantaged populations in vulnerable communities. This includes people with disabilities.

Several of ZeroDivide’s sub-recipient partners currently include disability access as a standard service component. In addition, ZeroDivide integrates state-of-the-art accessibility technical assistance as a value-added contribution to its partnerships.

ZeroDivide’s accessibility technical assistance partner for BTOP is Alliance for Technology Access (ATA), who will provide support to ZeroDivide’s 7 sub-recipient partners to help them better serve people with disabilities, including outreach and training to youth with disabilities. ATA’s mission is to increase the use of technology by children and adults with disabilities and functional limitations. As a contractor to this project, ATA will provide technical assistance to ZeroDivide’s sub-recipient partners in CA, HI, NM, OR, WA, and UT to build their capacity to better serve, train, and employ people with disabilities, particularly people with sensory, physical, cognitive, and learning disabilities.

ATA will work with the program’s sub-recipient partners to reach more people with disabilities, ensuring that they have greater opportunities to access services, programs, and receive training in the broadband technologies they need to live, work, and participate in their communities. ATA will utilize its global network of technology resource centers, community-based organizations, individuals, and companies to conduct partner orientations. These partner orientations will: 1) Assess each sub-recipient’s respective degrees of accessibility and design and provide trainings in six key areas: Disability Awareness and Etiquette; Outreach and Communication; Facility; Program; Accessible Media Production; and Web Access; 2) Establish model practices that increase the quality of services at the sub-recipient partner organizations; 3) Assist the sub-recipient partners to perform outreach to ensure involvement of a diverse population of persons with disabilities; and 4) Design and provide trainings to increase the ability of disabled youth to utilize broadband applications and develop technical job skills.

**Other Languages**

Of the 146,283 youth participants trained through ZeroDivide’s Generation ZD Digital Literacy Program, 60% are English-only speakers, and 34% are English Second Language speakers. ZeroDivide’s sub-recipient partners will offer multilingual training and outreach through the following channels:





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1. The Akaku Y-Beam Project will recruit interpreters to work with their computer technology/broadband/media literacy trainers to culturally/linguistically competently serve youth constituents who speak Ilocano, Tagalog, Spanish and various Pacific Islander dialects. The project will also acquire adaptive technologies such as Merit ESL, Interchange, and Connect in order to help students master new media skills.
2. Boys & Girls Clubs of Santa Fe (BGCSF): Over 50% of BGCSF staff is bilingual, and most BGCSF materials are offered in both English and Spanish, to serve members for whom English is not the first language or the language spoken at home. BGCSF is also culturally sensitive to the different approaches needed to serve Spanish-speaking new immigrant families versus multi-generational Santa Fe resident families of Hispanic origin.
3. Community Media Access Partnership (CMAP): CMAP’s large limited English English proficient population will be served through bilingual (English-Spanish) instruction, including Spanish language video and multi-media production trainings.
4. Portland Community Media (PCM)’s Youth Media Department requires at least one staff person with bilingual Spanish/English training competencies. PCM currently has two bilingual youth media staff members.

## G. Project Budget

Project Budget	
<b>Federal Grant Request</b>	\$1,384,242
<b>Total Match Amount</b>	\$605,000
<b>Total Budget</b>	\$1,989,242
<b>Match Percent</b>	30.4%

**Projects Outside Recommended Funding Range:**



**Sustainability:**



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For 10 years, ZeroDivide has focused on building and sustaining technology adoption in disadvantaged communities. ZeroDivide’s approach to sustainability includes both the financial sustainability of the project beyond the grant period and sustainability of broadband adoption among new users.

ZeroDivide’s plans for sustaining program operations beyond the grant period include an ongoing commitment to goals of the Generation ZD Digital Literacy Program, a fund development strategy for securing ongoing government and private co-funding, and an innovative social enterprise model to generate earned income revenue for partners.

In its most recently audited year, ZeroDivide had an annual operating budget of \$2,477,000, and has a net current asset balance of \$11.4 million, of which \$10.2 million is cash and investments. Through its cash match, ZeroDivide is directing \$605,000 toward this 2.25-year program. This amount represents only 5.3% of our net assets.

ZeroDivide was founded in 1998 to fund and support programs that address the digital divide. Should federal awards be granted for this project, ZeroDivide will continue to invest in youth media projects through these and/or other community anchor institution partners beyond the grant period. In addition, ZeroDivide will direct its own fund development resources to help raise funds for partners in this program through Federal and non-Federal sources. Since 2003, ZeroDivide has raised more than \$8 million in grants and contributions, which has been directed toward community-based organizations like TDV.

A key component of ZeroDivide’s engagement plan will foster earned income strategies within the cohort of community partners. ZeroDivide has developed a proven methodology of an ecosystem of support to provide partners with technical assistance and capacity building in business planning, marketing, financial reporting, and other enterprise development activities. Over the past three years, ZeroDivide has successfully invested in a portfolio of earned-income projects within youth-serving nonprofit community organizations. By applying this model to this cohort of partners, ZeroDivide anticipates offsetting program-related costs as a means of helping to sustain project activities beyond the grant period.

To ensure that broadband adoption is sustained among users, the program will provide technology-focused skills development to vulnerable youth via culturally competent hands-on digital media training and classes. By learning to create content and distribute it online via social



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<b>Task:</b> Submit Application - Sustainable Broadband Adoption		<b>Applicant Name:</b> Ms. Tessie Guillermo	

media sites, youth will engage with technology in a way that integrates broadband applications into their social and educational development, ensuring that they become long-term broadband users.

Matching Funds	
<b>Applicant is providing matching funds of at least 20% towards the total eligible project costs?</b>	Yes
<b>Describe the matching contributions</b>	a) ZeroDivide will provide a match contribution of b) \$605,000, equal to 30.4% of the total budget for this program. c) The match will be made in cash from ZeroDivide's net assets, which totaled \$11.4 million as of 12/31/09, and \$10.2 of that total is invested in cash and highly liquid assets. d) Cash match will be used to provide grants for operating costs to our sub-recipient partners to implement the project.
<b>Unjust enrichment</b>	Neither ZeroDivide nor any of its sub-recipient partners is currently receiving Federal support of any kind in the area for which it is seeking an award. Neither ZeroDivide nor any of its sub-recipient partners currently has any applications pending for any other Federal support for this program.
<b>Disclosure of federal and/or state funding sources</b>	No Federal or State funding has been received or requested by ZeroDivide or its subrecipient partners for this program. No Universal Service Fund funding is being used or requested for this program.

Budget Narrative	
<b>Budget narrative</b>	ZeroDivide's requests \$1,384,242 in funding over 2.5 years, against a \$605,000, or 30.4% of cash match from ZD, for a total project budget of \$1,989,242. Form 424A: a. Personnel, \$426,334; 2.55 FTE; \$142,294 will cover .70 FTE of program mgmt staff; \$211,251 will cover 1.5 FTE of tech staff: (Prog Assoc, Tech Mgr and Tech Specialist) and \$72,789 will cover .35 FTE of program oversight staff. ZD projects 46% of personnel costs spent in year 1, 47% in year 2, with the balance of 7% spent in year 3 to transition the program. b. Fringe Benefits, \$106,584. ZeroDivide's rate is 25%. This rate covers



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	<p>Social Security, FICA, health/life/disability insurance, and pension plan costs as provided for in OMB A-122. c. Travel \$49,350. Covers travel to and from 7 subrecipient partner sites for program coordination, technical assistance and oversight. Staff travel is budgeted at an average of \$1175/trip (air: \$700; lodging: \$175; per diem and local trans \$300) x 2 trips/year for a total of \$32,900. One staff of each subrecipient partner will travel to ZD’s office annually for group training and documentation of best practices (\$1175/trip x 7) x 2, for a total of \$16,450. d. Equipment. \$110,600. Each of the 7 partners will receive the following in year 1: 15” MacBook Pro laptop (\$1500 x 4 ea) x 7 = \$42,000; Adobe CS4 software (\$1675 x 4 ea) x 7 = \$46,900; Western Digital 500 GB Drive (\$125 x 4 ea) x 7 = \$3,500; Cisco Mino 2GB Flip Camera (\$150 x 4 ea) x 7 = \$4,200; Canon GL2 Camera (\$2000 x 1) x 7 = \$14,000 e. Needed supplies will be covered under indirect costs. f. Contractual \$994,400. Grants totally \$134,200 will be made to each of 7 subrecipients, with 50% of each award to be distributed yearly, totaling \$462,200/yr. Of the aggregated partners budgets, \$725,412 or 78% will cover 13 FTE &amp; fringe benefit expense; \$18,600 or 2% will cover local travel expense; \$12,400 or 1% will cover supplies &amp; materials; \$78,988 or 9% will cover professional services; \$27,000 or 3% will cover outreach; &amp; \$62,000 or 7% will cover other operating costs. \$10,000 is budgeted for a data analyst to assist with collection &amp; analysis of program metrics. Contractor will be engaged at inception of program in year 1 &amp; will continue in part in year 2. \$50,000 is budgeted to provide technical assistance to build capacity to train, serve, &amp; employ people with disabilities. Contractor will be engaged at inception of program in year 1 &amp; will continue in year 2. \$10,000 is budgeted for an evaluation design contractor, to be hired at inception of program in year 1. g. Construction N/A. h. Other Direct \$15,000 of allowable pre-application preparation, comprised of \$7200 grantwriting contract &amp; \$9800 staff time for preparation of grantee partners. i. Direct Charges \$1,702,268. j. Indirect Charges \$286,974. Charged at 27% of total allowable direct charges of \$1,062,868. (\$1,702,268 direct charges less total of subawards &amp; contracts exceeding \$25,000 &amp; pre-award</p>
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	exp.) k. Total \$1,989,242
<b>Budget reasonableness</b>	<p>Unlike a broadband infrastructure program, unit cost with regard to adoption is primarily a function of labor expense to conduct outreach and provide training services, with some equipment and operational costs distributed over the total number of users trained on broadband related services. While there are no “industry benchmarks” for units required for broadband adoption, whether in the home or at community anchor institutions, ZD has long-term experience in assessing the reasonableness of such programs relative to their overall cost. Our experience has proven that working through community anchor institutions in a peer-based network ensures the efficient development and adoption of best practices, scaled models, and sustainability. Each sub-recipient partner will receive an average grant of \$134,200, based on a historical cost basis of technology adoption grants made by ZeroDivide over 10 years as a grantmaker in this area. Typical staffing of 2.0 FTE at community institutions is necessary to ensure full implementation.</p> <p>ZeroDivide has great expertise in coordinating technology adoption projects involving multiple partners. This necessitates a high level coordination of implementation activities so that curriculum design, outreach training, and impact measurement can be conducted most effectively across networked partners and aggregation of relevant data can be facilitated. ZeroDivide oversight, management, and delivery of supportive services require coordination by a senior level staff, as well as a technology manager who oversees purposing of equipment and its deployment at sub-recipient sites, at 2.55 FTE.</p> <p>As an essential component of program due diligence, travel for staff to each partner site at least 2x/year will ensure that resources are being appropriately deployed, and that consistent delivery of program services is accomplished across all 7 sites. Additionally, a representative of each sub-recipient partner will attend a yearly ZeroDivide convening in San Francisco to conduct group trainings and evaluation activities, and promote group best practice documentation.</p>



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	<p>The average cost of each roundtrip is \$1175.</p> <p>Equipment for this program is limited to the purchase of digital technology equipment, which will be used directly in delivering training services to participants. Cost of MacBook laptops, FlipCams, Canon digital video cameras, disk drives and Adobe software are at best available current retail prices.</p> <p>ZeroDivide and its sub-recipient partners will access a Salesforce.com application to collect, analyze, and document program results and measure progress. ZeroDivide will engage a consultant to develop a suitable framework for evaluating the program, at an industry standard cost of \$100/hour for 10 hours. Similarly, a data analyst will be engaged to develop the data flow process from sub-recipients partners to ZeroDivide’s Salesforce.com database, and to train partners on the system.</p>
<p><b>Demonstration of need</b></p>	<p>Absent Federal funding, the Generation ZD Digital Literacy Program cannot be deployed. No other viable public or private institution has prioritized sustainable broadband adoption as a funding area, or can provide the level of funding for technology adoption that this project requires.</p> <p>ZeroDivide has been unsuccessful in acquiring grant funding that could support this program, including a denial in Round One SBA funding from NTIA. In 2009, ZeroDivide submitted proposals for \$14.865 million in restricted and unrestricted funding to non-federal grantmakers, but received only \$520,000 of restricted grant funding. This 3.4% success rate was in stark contrast to ZeroDivide’s prior rate of successful funding proposals, which averaged 30% for the two years prior, 2006 – 2008. ZeroDivide was denied grant funding from The Kellogg Foundation, The John D. and Catherine T. MacArthur Foundation, AT&amp;T, The Knight Foundation, Citi, and others, many of which had funded ZeroDivide in the past. Despite strong interest, each of these grantmakers declined funding ZeroDivide’s grant proposals, because of reduced grantmaking due to financial</p>



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	<p>portfolio/endowment reductions in late 2008-early 2009.</p> <p>Over the past year, ZeroDivide sub-recipient partners have also experienced across-the-board denials of funding for similar technology adoption programs, due to cuts in grant programs by foundations and state and local governments. For example, Akaku in Maui, Hawaii, applied for funding from the Office of Hawaiian Affairs for a similar digital media training program and was rejected partially due to state budget cuts. Spy Hop, in Salt Lake City, Utah, has experienced reductions in funding from the Salt Lake County Substance Abuse Services. Boys and Girls Clubs of Santa Fe submitted a proposal to the Los Alamos National Laboratory Foundation for technology funding and to Intel to upgrade technology training centers. Both grants were declined for funding this year. Portland Community Media (PCM), in Portland, Oregon, is facing a 4% budget cut to its contract funding from the City of Portland for the fiscal year 2010-2011. Recently, PCM has had to lay off seven staff members. Without BTOP funding, PCM can anticipate losing additional staff.</p>
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**Funds to States/Territories**

States	Amount of Federal Grant Request
California	1,141,812
Hawaii	48,486
New Mexico	48,486
Oregon	48,486
Washington	48,486
Utah	48,486



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<b>Funding Opportunity:</b> Sustainable Broadband Adoption		<b>Applicant Organization:</b> ZERODIVIDE	
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**Funds to States/Territories Total:** \$1,384,242

## H. Historical Financials

Matching Funds			
	2007	2008	2009
<b>Revenue</b>	4,070,501	-1,178,462	3,281,139
<b>Expenditures</b>	5,576,647	5,084,631	3,304,181
<b>Net Assets</b>	17,643,107	11,380,014	11,356,971
<b>Change in Net Assets from Prior Year</b>	-1,506,146	-6,263,093	-23,042
<b>Bond Rating (if applicable)</b>			

## I. Program Benefits

Jobs	
<b>How many direct jobs-years will be created from this project?</b>	4
<b>How many indirect jobs will be created from this project?</b>	8
<b>How many jobs will be induced from this project?</b>	8

**Methodology used to estimate jobs:**

As recommended in BTOP grant submission guidelines, we employed the Council of Economic Advisors methodology.

**1. Job-years created**

Applying the rule that \$92,000 of government spending creates 1 job-year:  
Total Budget \$1,989,242 / \$92,000 = 22 job-years.

**2. Direct and indirect jobs**

Applying the rule that 64% of the job-years represent direct and indirect effects:





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.64 x 22 job-years = 14 direct and indirect jobs at ZeroDivide and 7 community partners, including jobs from indirect costs.

3. Jobs induced

Applying the rule that 36% of the job-years are induced effects:

.36 x 22 job-years = 8 jobs. This is the equivalent of 8 FTE at contractors, educators and suppliers.

<b>Adoption Metrics</b>	
<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>	645
<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>	135
<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>	145503
<b>What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?</b>	\$13.60

**Measuring Adoption Impact:**

**Subscribership Baseline:** A subscribership baseline for the target population will be determined utilizing a survey to determine the number of youth participant households who are broadband subscribers at the beginning of the program.

**Community Anchor Institutions:** Use of broadband at public access points in community anchor institutions will be measured to determine the increase in use and impact of the program’s digital literacy trainings.

**Technology Skills:** An evaluation assessment tool (pre/post survey) will be used to measure the increase in technology skill level as a result of digital literacy training. As an added training mechanism, participants will complete online subject-specific feedback surveys/assessment forms at each of the trainings to garner youth participants’ satisfaction with the seminars, and monitor their broadband skills adoption rate. Uptake rates for more advanced training programs will be monitored and documented.



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**Content and Distribution:** The 7 sub-recipient partners will actively monitor and measure their youth trainees’ creation of digital media content and how such content is shared and distributed through online channels. Youth job skills development and increase in broadband adoption will also be tracked.

**Jobs & Job skills:** Surveys of subscribers and training participants will include questions to determine impact on obtaining jobs and job skills, including impact of broadband adoption on job search activities, online opportunities, and/or increased qualifications for jobs. Participants will be tracked to determine impact on their educational opportunities and advancement in IT careers. Qualitative methods such as individual participant interviews will be used to help determine impact of the program.

**Sustainability:** A dashboard template will track the amount of additional capital that the 7 sub-recipient partners raise through earned income and diversified funding streams to support broadband adoption activities.

**Data Collection Methodologies:** Program data will be collected through a variety of methods including surveys; online tracking systems such as Google Analytics; attendance and participation at workshops and webinars; utilization of computer labs; tracking of website hits; blog/social networking interactions; improvement in youth academic performance; and job placements. Data will be collected and analyzed using ZeroDivide’s secure online database management platform on Salesforce.com. The Generation ZD Digital Literacy Program will employ a data analyst to assist with the design of program analysis metrics. This analyst will be hired at program inception, and will continue into Year 2.

<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>	146283
<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>	60
<b>How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?</b>	14

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



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This program will support 14.5 FTE instructors/facilitators. Each of ZeroDivide’s sub-recipient partners will support 1-2 instructors (total of 13 FTE) with diverse backgrounds in technology skills training. At minimum instructors have a combination of the following qualifications:

- At least 3 years teaching/training experience or at least 3 years work experience in technology or media production;
- Strong knowledge and skills in digital media production, including story development, production and post-production;
- Strong knowledge and skills in website design including HTML, content development, project management skills and understanding of open source software;
- Strong knowledge and skills in advanced digital media such as game development and animation;
- Strong knowledge and skills in social media application development and use;
- Experience with culturally competent training programs and working with youth of diverse backgrounds; and
- Ability to teach bilingual training classes

In many cases instructors’ qualifications far surpass these basic qualifications. For example Spy Hop instructors have over 10 years of experience in film production and related fields; Access Humboldt utilizes university professors in media and film production; CAMP and Portland Community Media utilize media production professionals from their community access cable television stations; and Akaku instructors have university training in digital literacy.

ZeroDivide technical assistance partner, Alliance for Technology Access will support .5 FTE through this program to provide training and to the 7 sub-recipient partners to assure that their programs are accessible to individuals with disabilities, and conduct better outreach to include this population in their work.

ZeroDivide staff will serve as instructors for training provided to the 7 sub-recipient partners equivalent to 1.0 FTE.

ZeroDivide Technology Manager Amro Radwan is providing assistance with curriculum development and training. Amro is responsible for ZD’s internal information technology infrastructure. Amro also heads a technology-consulting firm that brings quality technology services to community-based organizations.



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Equipment Affordability Programs	
What is the total up-front cost of this equipment?	\$110,600.00
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
	7 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?	119

Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	0

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

This project does not include a public awareness campaign.

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

This project does not include a public awareness campaign.

## J. Project Readiness

### Licenses and Regulatory Approvals

Not applied for

### Organizational Readiness



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ZeroDivide is deeply rooted in community connections and is committed to supporting vulnerable populations by focusing on technology-driven, relevant, content rich solutions. Our founding organizational principles prioritize representation of diverse and disadvantaged populations in our programs, staff and governance. We have over 10 years' experience working with non-profit organizations to increase technology adoption in underserved communities, particularly amongst young people.

ZeroDivide's management team members have an average tenure of 6 years, and professional staff tenure averages 5 years, with decades of experience in the non-profit and/or government sectors. Each member of senior management has managed national programs with dispersed geographic spread. As an organization, ZeroDivide has the combined capacity and qualifications to implement, evaluate and sustain this broadband adoption program, including: a) 10-year proven track record in stimulating demand for technology adoption and accessibility in vulnerable communities; b) high level technical, organizational and financial acumen; c) ability to leverage experience and philanthropic/industry relationships to effectively implement projects; and d) tested due diligence processes for selecting successful and innovative projects.

With a portfolio of over 500 grants awarded to nearly 400 community anchor institutions, ZeroDivide's history of focusing on innovative, technology-based solutions is strongly supported by many constituencies and geographies. We will play a key role in supporting a community of practice among implementation partners to create a network effect. Other elements that will contribute to this network effect are: a) establishing mechanisms for partners to share lessons learned/key challenges and documenting/replicating best practices; b) leveraging our network of technology expertise and private sector relationships; and c) a uniform data collection system for aggregating metric and evaluation data across programs.

With a strong emphasis on measurement, ZeroDivide's partnership with Salesforce.com allows us to maintain a database of program performance where information is digitally stored and can be easily aggregated and analyzed. We can facilitate all stages of due diligence through the Clicktools application on Salesforce, which includes proposal selection, monitoring and evaluation. For this program, sub-recipient partners will be able to automatically upload data from their location, which will in turn automatically link to ZeroDivide's database to monitor and track the impact and progress of program activities.

**Project Timeline and Challenges**



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Yr 1, Q1: Start Up: Complete due diligence; finalize Partner Agreements; disburse 70% Yr 1 grants; Assess 360 Support needs & complete plans w/50% of Partners; Plan 360 Training; Implement uniform data collection/quarterly reporting systems; Introduce social networking tools for shared learning; Quarterly reporting/compliance to NTIA. Q2 Start-Up:Finalize Partner Agreements; disburse funds; Complete 360 Support plans; ATA evaluates/trains Partners on accessibility; Partners participate in 360 Training; Train Partners on reporting/compliance. Q3 Implementation:Partners begin program implementation; Implement 360 Support: secure mentors & TA; Begin distribution of 360 Fund; Evaluation of 1st 360 Training/plan for 2nd; 50% of Partners share lessons learned. Q4 Implementation:30% of subscriber/user training & outcomes met; Assess 360 plans; 25% of 360 Fund disbursed; ATA assessment of accessibility integration; 2nd 360 Training on implementation challenges; Peer-learning & networking at 360 Training; 75% of Partners share information via social networking tools. Yr 1 Challenges/Mitigation: Partners take longer to ramp up than anticipated: Use 360 Fund to get Partners more help to accelerate start-up; Find additional Partner programs to utilize & distribute broadband subscriptions; Partners have difficulty implementing data collection systems: Provide more training through ZD or ATA. Yr 2:Q1 Mid-Project Assessment:Begin Yr 1 assessments/disburse Yr 2 grants; Review 360 plans in Yr 1; Webinar:broadband application integration; 100% of Partners share information via social networking tools; Assess Partners' performance on compliance & reporting. Q2 Mid-Project Assessment:50% of broadband subscriber/user training & outcomes met; Complete Yr 1 assessments/disburse Yr 2 grants; Complete Individual 360 Support plan reviews; 50% of 360 Fund disbursed; 360 Training on implementation issues; Peer-learning/networking activities at 360 Training. Q3 Sustainability:Partners institutionalize broadband; prepare for sustainability beyond grant; 50% of Partners' programs more accessible; 75% of 360 Fund distributed; Webinar on sustainability; Partners share strategies. Q4 Sustainability: 75% of broadband subscriber/user training & outcomes met; Explore program expansion; Final assessment & update of Individual 360 plans; 100% of 360 Fund disbursed; 360 Training on sustainability & preparation for end of grant. Yr 3:Q1 Transition: 100% of broadband subscriber/user training & outcomes met; ATA completes final report; evaluation of 360 Support;Lessons learned,outcomes, best practices & recommendations for future programs; Mechanisms for continued networking & collaboration among Partners; Complete/disseminate BTOP report. Yr 2-3 Challenges/Mitigation: Partners do not achieve targets;Assessment to adjust strategies & activities to better achieve targets; Strategic use of 360 Support to help Partners achieve targets; Help Partners create new mechanisms for sustainability.



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SPIN Number

## 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

(28) Adobe CS4 Production, (28) 15" Macbook Pro, (28) External HDD, (7) Canon GL2 Camera, (28) HD Flip Cams

**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

Training classes deployed through 8 partner entities: Access Humboldt (CA), Akaku: Maui Community Television (HI), Boys & Girls Club of Santa Fe (NM), Community Media Access



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Partnership (CA), Portland Community Media (OR), Reel Grrls (WA), Spy Hop Productions (UT), Alliance for Technology Access

**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	ZD Management Resume and Org Chart-YM.pdf	Guillermo, Tessie	03/15/2010
Government and Key Partnerships	ZD Letters of Support.pdf	Guillermo, Tessie	03/12/2010
Government and Key Partnerships	Partner Commitment Ltrs.pdf	Guillermo, Tessie	03/11/2010
Historical Financial Statements	ZeroDivide 2009-2008 Financial Stmnts.pdf	Guillermo, Tessie	03/10/2010
Community Anchor Institutions Detail	Community Media Anchor Institution Detail.xls	Guillermo, Tessie	03/13/2010
BTOP Certifications	ZD BTOP Certification.pdf	Guillermo, Tessie	03/10/2010
Detailed Budget	YM SBA Budget Detail-Upload.xls	Guillermo, Tessie	03/15/2010
SF424 A Budget	SBA SF424A Form - YM.pdf	Guillermo, Tessie	03/15/2010



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SF424 B Assurances - Non-Construction	SF424B ZeroDivide .pdf	Guillermo, Tessie	03/12/2010
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