



Date: February 1, 2010

Re: CTC BTOP Round Two Grant Application Checklist

In the first round of ARRA broadband funding, BTOP infrastructure projects shared a joint application with rural-focused BIP projects. The other two BTOP categories—Public Computer Centers (PCC) and Sustainable Broadband Adoption (SBA)—shared a separate application.

In the recently announced second round of broadband funding, all three of the BTOP categories will have separate applications:

- BTOP Comprehensive Community Infrastructure (CCI)—this is the Round Two middle-mile infrastructure model
- BTOP Public Computer Centers (PCC)
- BTOP Sustainable Broadband Adoption (SBA)

The Round Two BTOP grant applications and online application tool will not be available until approximately February 16—just four weeks in advance of the filing deadline. To help you begin developing your BTOP application as soon as possible, we have compiled the following checklists of data and narrative descriptions that we believe are likely to be required for each of the BTOP applications. (Please note that all quoted text below comes from the BTOP NOFA.)

These lists are based on our experience with the Round One applications and our reading of the Round Two NOFA.¹ They are not exhaustive, because we cannot predict with certainty exactly what will be on the application, but they do provide enough detail to allow you to start a targeted collection of data. We recommend that you have your information ready to go should it be required for the initial application or a subsequent due diligence review.

The final section of this document is a checklist to guide first-time applicants through the pre-registrations that you will need to complete prior to submitting your BTOP application. Please feel free to call us if you have any questions or need guidance on the registrations.

¹ The BTOP NOFA notes that “NTIA has reduced the number of BTOP’s eligibility factors to just three criteria – eligible entities, fully completed application, and matching – which will be used to determine whether an application is eligible for consideration. NTIA has further streamlined the eligibility review by removing the budget reasonableness and technical feasibility factors from the eligibility requirements, because these categories are more effectively evaluated during the expert review and due diligence phases of application consideration.” Further, “With respect to the application, NTIA will now collect the information most essential to project review in the application itself, with the option to collect additional data during the due diligence review, as needed.”

I. BTOP Comprehensive Community Infrastructure (CCI) Application Checklist

- A. Begin project preparation
 - 1. Review mission, goals, and objectives
 - 2. Review and understand efforts to date, including previous industry alliance and community partnership discussions
 - 3. Identify all stakeholders and potential required services
 - 4. Create project schedule and key milestones

- B. Define proposed service area
 - 1. Maps and supporting data about the proposed funded service area, which is now defined in terms of Census tracts and block groups.
 - 2. Description of available and proposed broadband services
 - a. Existing services, including providers, available speeds, and prices
 - b. Proposed services

- C. Identify details relevant to scoring of CCI middle-mile projects
 - 1. Identify all community anchor institutions (K-12 schools, hospitals, medical clinics, community colleges, libraries, job centers, community support organizations, public safety entities)
 - a. New connections
 - b. “[S]ubstantially upgraded service”
 - 2. From each anchor institution, get a letter or other statement that shows that it has “expressed a demand or indicated a need for access or improved access to broadband service”
 - 3. Identify all potential “public-private partnerships among government, non-profit and for-profit entities, and other key community stakeholders,” including “socially and economically disadvantaged small business concerns (SDB)”
 - 4. If project will reach an “economically distressed” area, gather two specific data points (for the past 24 months) as proof:
 - a. Per capita income (must be 80% of national average)
 - b. Unemployment rate (must be 1 percentage point higher than national average)
 - 5. Identify all public safety applications and connections
 - 6. Establish whether any last-mile component of the project area reaches unserved or underserved areas
 - a. Not a prerequisite for middle mile, but will boost score
 - b. Service area is now defined in terms of Census tracts and block groups
 - 7. Gather “commitments or non-binding letters of intent from one or more Last Mile broadband service providers”
 - 8. Determine your proposed match
 - a. 20% cash and/or in-kind match is still required
 - b. 30%+ matches, and all-cash matches, earn preference

- D. Develop engineering plan—middle mile and last mile
 - 1. Technical feasibility will now be addressed in due diligence, but applications with the most detailed engineering plans should be viewed favorably by NTIA reviewers

2. Descriptions of proposed technology strategy
 - a. Technology type
 - b. System design
 - c. Network diagram

- E. Prepare business model/plan
 1. List proposed service offerings
 2. Document competitor data, if applicable/available
 3. Projected costs
 - a. Based on the engineering plan, what will it cost to build the network (including financing costs, adjusted for the projected level of federal grant funding)?
 - b. What will it cost to operate the network?
 - c. What cash flow will the applicant need to cover its costs and ongoing expenses?
 4. Projected revenue
 - a. Based on available data and conservative financial estimates, what should the applicant expect to earn on its network operations?
 - b. What cash flow can the applicant reasonably expect?

- F. Calculate how many people will be served by the network
 1. Estimate users at each anchor institution
 2. Estimate users reached by last-mile providers that connect to the open/non-discriminatory middle-mile network
 - a. Calculate cost per residence/subscriber for last mile; this should not exceed \$10,000, and applications will get additional preference on a sliding scale as the cost falls

- G. Prepare detailed financial analysis
 1. CCI project target is \$5 million to \$150 million
 2. Prepare “pro forma financial analysis related to the sustainability of the project across an eight-year forecast period”
 3. Include “details on the project budget and funding, including the level of need for federal funding, details on other federal funding received by the applicant, and information regarding matching funds”
 4. Not all financial details may be required for the application, but they are necessary to prove feasibility and sustainability, and they will be required for due diligence if an applicant is short-listed.
 5. Budget reasonableness will be addressed in due diligence

- H. Document project management, governance, processes, etc.
 1. Infrastructure build-out timeline
 2. Management team resumes
 3. Organizational chart
 4. Evidence of sustainability beyond the business plan (e.g., technical expertise, prior experience with network operations)

5. Evidence of accountability. (NTIA will require grantees to demonstrate that they have internal controls and procedures for responsible expenditure of public monies. Applicants must show accountability for spending the money they receive.)
 6. “A description of the applicant’s nondiscrimination, interconnection, and network management plans”
 7. Demonstration that procurement processes will be efficient and/or expedited
 8. Copies of existing contracts, procurements, and/or purchase orders, or, if these are not yet feasible, bid documentation
 9. Copies of permits, if feasible
- I. Write brief narratives
1. Executive summary
 2. “A description of how the applicant will advance the objectives of the Recovery Act, as well as the specific objectives of BTOP”
 3. “Information regarding the organization’s capacity and readiness”
 4. “A description of the proposed service offerings, including the pricing of the services and information on available services in the area”

II. BTOP Public Computer Centers (PCC) Application Checklist

A. Begin project preparation

1. Review mission, goals, objectives, and targeted beneficiaries of project
2. Review and understand efforts to date, including existing computer centers and community partnership discussions
3. Identify all stakeholders and potential partners
4. Identify potential funding resources to meet required 20% matching
 - a. Can be all cash or a mix of funds/in-kind
 - b. Determine if waiver will be needed
5. Create project schedule and key milestones

B. Define the project

1. Determine how the proposed center(s) will meet the BTOP requirement of “meeting a specific public need for broadband service, including, but not limited to, education, employment, economic development, and enhanced service for healthcare delivery, children, and vulnerable populations.”
2. Identify the location of each new/expanded public computer center
3. Identify the capacity and hardware/software available at each new/expanded public computer center
 - a. How many workstations and printers?
 - b. What type of software?
 - c. What broadband speed?
4. Estimate the size and demographic composition of each center’s target audience, including median household income, unemployment rate, and other factors
 - a. How many people will be served by each center?
 - b. How many are “low-income, unemployed, aged, children, minorities, and people with disabilities”?
5. Identify the hours and accessibility of each computer center
 - a. How many hours per week will the centers be open?
 - b. Do the centers have evening and weekend availability?
 - c. Are the centers ADA-compliant?
 - d. Do the centers have any access restrictions (e.g., open only to the residents of the public housing complex where it is located)? Funding is intended for centers that are open “to the general public or a specific vulnerable population.”
6. Document the training and education programs that will be offered at each computer center
 - a. How many hours of training will the centers offer per week?
 - b. How many trainers/teachers are currently on staff?
 - c. How many new trainer/teacher positions will this project create?
 - d. How many volunteer teachers do you have?
 - e. What experience do you have in offering computer training courses?
7. Document the outreach and marketing programs you will use to build demand for each center

- C. Prepare project budget
 - 1. PCC project target is \$500,000 to \$15 million
 - 2. Include all aspects of computer center construction or expansion, including hardware, software, installation, furniture, trainer salaries, etc.

- D. Determine your proposed match
 - 1. 20% cash and/or in-kind match is still required
 - 2. All-cash matches earn preference
 - 3. Waivers are available, but requesting one will weaken your applications

- E. Document project management, governance, processes, etc.
 - 1. Management team resumes
 - 2. Organizational chart
 - 3. Project timeline
 - 4. List and brief descriptions of key partners
 - 5. Evidence of sustainability beyond the business plan (e.g., technical expertise, prior experience with computer center operations)
 - 6. Evidence of accountability. (NTIA will require grantees to demonstrate that they have internal controls and procedures for responsible expenditure of public monies. Applicants must show accountability for spending the money they receive.)
 - 7. Copies of existing contracts, procurements, and/or purchase orders, or, if these are not yet feasible, bid documentation

- F. Write brief narratives
 - 1. Executive summary
 - 2. “A description of how the applicant will advance the objectives of the Recovery Act, as well as the specific objectives of BTOP”

III. BTOP Sustainable Broadband Adoption (SBA) Application Checklist

- A. Begin project preparation
 - 1. Review mission, goals, objectives, and targeted beneficiaries of project
 - 2. Review and understand efforts to date, including existing community partnership discussions
 - 3. Identify all stakeholders and potential partners
 - 4. Identify potential funding resources to meet required 20% matching
 - a. Can be all cash or a mix of funds/in-kind
 - b. Determine if waiver will be needed
 - 5. Create project schedule and key milestones

- B. Define the project
 - 1. Determine how the SBA program(s) will meet the BTOP requirement of “meet[ing] a specific public need for broadband service, including, but not limited to, education, employment, economic development, and enhanced service for healthcare delivery, children, and vulnerable populations”
 - 2. Identify the barriers to adoption that the proposed SBA program will address
 - 3. Identify the proposed program’s “innovative and persuasive solution to achieve increased adoption”
 - 4. Estimate the size and demographic composition of the program’s target audience, including median household income, unemployment rate, and other factors
 - a. How many people will be reached?
 - b. How many would be considered part of a “vulnerable population”?
 - 5. Document the roles of your partner organizations
 - 6. Document the outreach and marketing programs you will use to build demand
 - 7. Determine how you will verify program outcomes
 - a. Surveys
 - b. Market research
 - c. Other methodologies

- C. Prepare project budget
 - 1. SBA project target is \$500,000 to \$15 million
 - 2. Include all aspects of SBA programs, including market research and surveys to document outcomes

- D. Determine your proposed match
 - 1. 20% cash and/or in-kind match is still required
 - 2. All-cash matches earn preference
 - 3. Waivers are available, but requesting one will weaken your applications

- E. Document project management, governance, processes, etc.
 - 1. Management team resumes
 - 2. Organizational chart
 - 3. Project timeline
 - 4. List and brief descriptions of key partners

5. Evidence of sustainability beyond the business plan (e.g., technical expertise, prior experience with similar programs)
6. Evidence of accountability. (NTIA will require grantees to demonstrate that they have internal controls and procedures for responsible expenditure of public monies. Applicants must show accountability for spending the money they receive.)
7. Copies of existing contracts, procurements, and/or purchase orders, or, if these are not yet feasible, bid documentation

F. Write brief narratives

1. Executive summary
2. “A description of how the applicant will advance the objectives of the Recovery Act, as well as the specific objectives of BTOP”

IV. Required Registrations

Based on the procedures used in Round One, your organization will need to register in the government's Central Contractor Registration (CCR) system to apply for a federal stimulus grant. In essence, you will be certified as a government vendor, which will enable you to receive funding.

Many organizations will find that they are already registered; those organizations may still, however, need to update their registrations with the appropriate contacts and codes for their proposed broadband project services. (See details about NAICS codes below.)

For those who do need to file a new registration, the multi-step process will take as little as three to five days, or as long as four weeks, according to information for applicants posted on the Grants.gov website (http://www.grants.gov/applicants/get_registered.jsp). Given the potentially huge number of applicants, it is safe to assume that your registration will take longer than usual.

The basic registration steps are:

1. *Locate your organization's DUNS number or register for one.* The federal government uses Dunn & Bradstreet's Data Universal Number System (DUNS) to track grant allocations. The first step of the DUNS application process is to search for your organization's name in the DUNS database (<http://fedgov.dnb.com/webform/displayHomePage.do>); if you find it, you've saved yourself a step. If not, you're on your way to requesting a new number (which should take one business day).

Have the following information (if applicable) ready when you log in to register for a DUNS number:

- Organization name, address, phone number
- Name of CEO/organization owner/leader
- Legal structure of organization
- Year the organization began
- Employment Identification Number (EIN) or Taxpayer Identification Number (TIN)
- North American Industry Classification System (NAICS) codes (see details here: <http://www.census.gov/eos/www/naics/>). **Note:** If your organization is already registered in the CCR, you may still need to update your NAICS codes to identify the specific type of services your broadband grant would require you to provide. Most CTC clients will register under 921190, "Other General Government Support."
- Standard Industrial Classification (SIC) codes (see details here: www.osha.gov/oshstats/sicser.html). **Note:** Like the NAICS codes, the SIC codes listed for your organization in an existing CCR registration may need to be updated or expanded to provide an accurate classification of the work you will complete with your grant.
- Number of employees
- Annual budget
- Electronic Funds Transfer (EFT) parameters, including financial institution, ABA routing number, and account number
- Financial statements

2. *Locate your organization's CCR profile or register for one.* Search the CCR database (<https://www.bpn.gov/CCRSearch/Search.aspx>) to determine if your organization is already registered. You can search by DUNS number, name, or other parameters. Note, however, that some registrants choose not to display their information in this public search tool; if you do not find your organization listed, it may still be in the system. You should ask your grants administrator or CFO to confirm whether your organization is registered or not.

If you do need to register in CCR for the first time, the process takes one to three days. Go to <http://www.ccr.gov/Start.aspx> or call 888.227.2423 (also the help desk number). You will be required to:

1. Choose an "E-Business Point of Contact" (E-Biz POC) for your organization
2. Create a "Marketing Partner ID Number" (M-PIN), which will be the E-Biz POC's password
3. Designate "Authorized Organization Representatives" (AORs) who are allowed to submit grants on behalf of your organization. *If you designate a CTC representative as one of your AORs, we will be able to help you submit your application. Also, keep in mind that the final funding application may require approval and signature from one of the authorized contacts registered in your CCR. It is advised to make sure that this person will be available at the time of application submission to sign the final document.*
 - a. Create a user profile for each of your AORs on Grants.gov. This is a one-day activity.
 - b. The E-Biz POC will receive an automated e-mail about each new AOR application, and will have to log in to approve the AORs. Once the AORs are approved, they will be ready to submit your grant application.

Information posted about the CCR registration indicates that the process has been designed to accommodate all types of organizations, including local government entities. So the required fields should be flexible enough to allow you to enter data germane to your organization's structure.

Have the following information (if applicable) ready when you log in to register for or access CCR:

- Organization name, address, phone number
- Name of CEO/organization owner/leader
- Legal structure of organization
- Year the organization began
- DUNS number
- Employment Identification Number (EIN) or Taxpayer Identification Number (TIN)

- Statistical information, including:
 - Location information (optional)
 - Average number of employees
 - Average annual receipts
 - World-wide organization (required)
 - Average number of employees including affiliates
 - Average annual receipts including affiliates
 - Organizations that sell or generate electricity (NAICS codes 221111, 221112, 221113, 221119, 221121, 221122)
 - Total megawatt hours for preceding fiscal year
- Electronic Funds Transfer (EFT) parameters, including:
 - ABA routing number for bank
 - Account number and type
 - Automated Clearing House (ACH) point of contact (POC)
 - Remittance POC
 - Accounts receivable POC

The CCR registration process requires a lot of very detailed information about your organization, and a lot of steps to enter all those details. CCR has a help desk, though the number of first-time registrants may mean the operators will be swamped. Still, it's worth a call if you get stuck: 888.227.2423. CTC will be happy to help you in any way we can.