



BROADBAND TECHNOLOGY OPPORTUNITIES PROGRAM (BTOP) AND OTHER FUNDING SOURCES

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TIG Conference 2010

BROADBAND DETAILS

- The American Recovery and Reinvestment Act of 2009 appropriated \$7.2 billion and directed the [Department of Agriculture's Rural Utilities Service \(RUS\)](#) and the [Department of Commerce's National Telecommunications Information Administration \(NTIA\)](#) to expand broadband access to unserved and underserved communities across the U.S., increase jobs, spur investments in technology and infrastructure, and provide long-term economic benefits.
- The result is the RUS Broadband Initiatives Program (BIP) and the NTIA Broadband Technology Opportunities Program (BTOP).
- BIP will make loans and grants for broadband infrastructure projects in rural areas. BTOP will provide grants to fund broadband infrastructure, public computer centers and sustainable broadband adoption projects.



WHAT IS BTOP?

- The U.S. Congress has appropriated \$4.7 billion to establish a [Broadband Technology Opportunities Program](#) for awards to eligible entities to develop and expand broadband services to rural and underserved areas and improve access to broadband by public safety agencies.
 - Of these funds, \$250 million will be available for innovative programs that encourage sustainable adoption of broadband services;
 - at least \$200 million will be available to upgrade technology and capacity at public computing centers, including community colleges and public libraries;
 - \$10 million will be a transfer to the Office of Inspector General for the purposes of BTOP audits and oversight.
 - Up to \$350 million of the BTOP funding is designated for the development and maintenance of statewide broadband inventory maps.
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Broadband USA

The portal to apply for broadband funding under the American Recovery and Reinvestment Act of 2009



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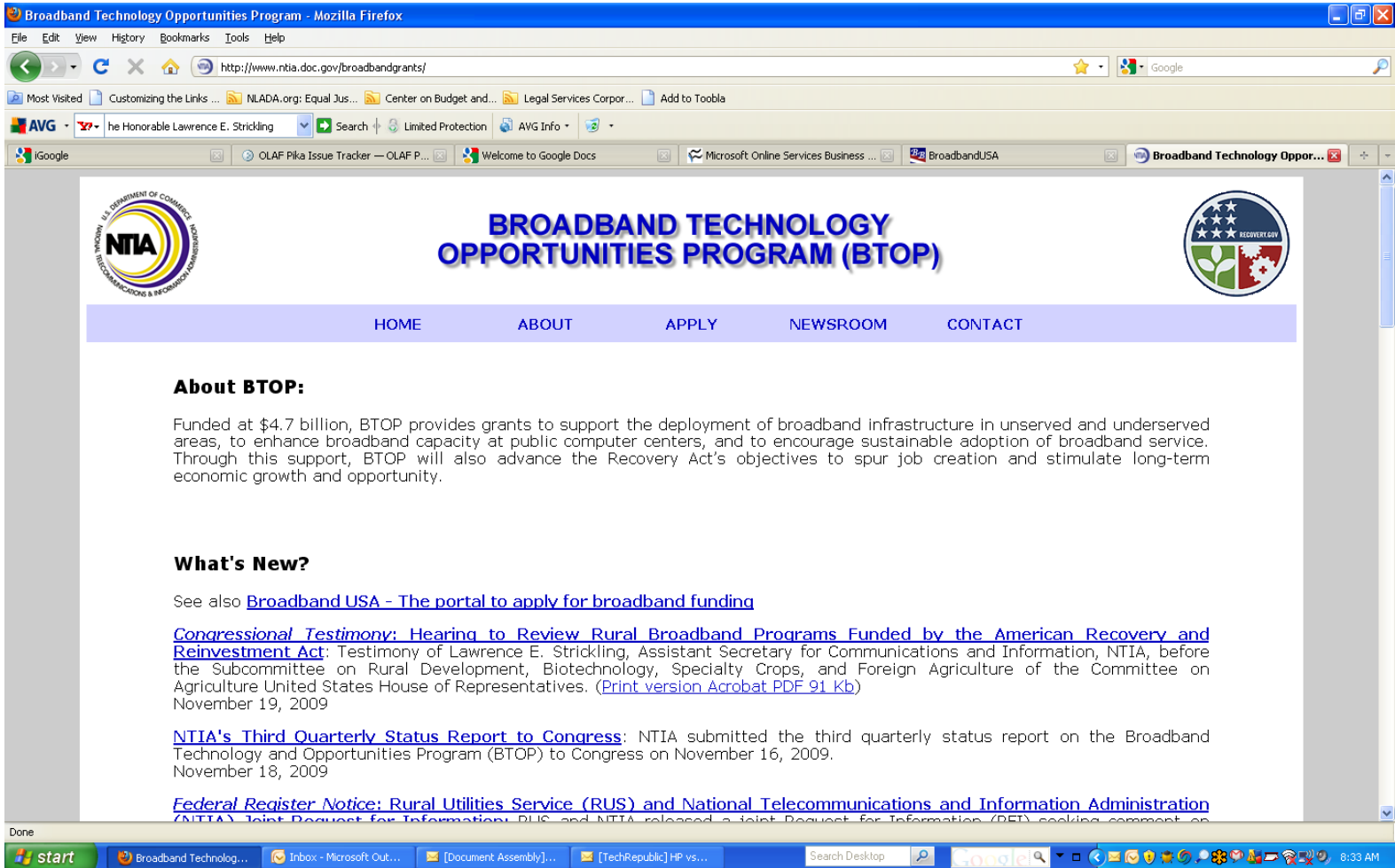
What's New at BroadbandUSA.gov

WWW.BROADBANDUSA.GOV



MORE ABOUT BTOP

WWW.BROADBANDUSA.GOV



The screenshot shows a Mozilla Firefox browser window displaying the Broadband Technology Opportunities Program (BTOP) website. The address bar shows the URL <http://www.ntia.doc.gov/broadbandgrants/>. The website features the NTIA logo on the left and the Recovery.gov logo on the right. The main heading is "BROADBAND TECHNOLOGY OPPORTUNITIES PROGRAM (BTOP)". Below this is a navigation bar with links: HOME, ABOUT, APPLY, NEWSROOM, and CONTACT. The "About BTOP:" section states that the program is funded at \$4.7 billion and provides grants to support broadband infrastructure deployment in unserved and underserved areas. The "What's New?" section includes links to congressional testimony, NTIA's third quarterly status report, and a federal register notice.

Broadband Technology Opportunities Program - Mozilla Firefox



File Edit View History Bookmarks Tools Help

http://www.ntia.doc.gov/broadbandgrants/

Most Visited Customizing the Links ... NLADA.org: Equal Jus... Center on Budget and... Legal Services Corpor... Add to Toolba

AVG the Honorable Lawrence E. Strickling Search Limited Protection AVG Info

iGoogle OLAF Pike Issue Tracker — OLAF P... Welcome to Google Docs Microsoft Online Services Business ... BroadbandUSA Broadband Technology Oppor...

 **BROADBAND TECHNOLOGY OPPORTUNITIES PROGRAM (BTOP)** 

HOME ABOUT APPLY NEWSROOM CONTACT

About BTOP:

Funded at \$4.7 billion, BTOP provides grants to support the deployment of broadband infrastructure in unserved and underserved areas, to enhance broadband capacity at public computer centers, and to encourage sustainable adoption of broadband service. Through this support, BTOP will also advance the Recovery Act's objectives to spur job creation and stimulate long-term economic growth and opportunity.

What's New?

See also [Broadband USA - The portal to apply for broadband funding](#)

[Congressional Testimony: Hearing to Review Rural Broadband Programs Funded by the American Recovery and Reinvestment Act](#): Testimony of Lawrence E. Strickling, Assistant Secretary for Communications and Information, NTIA, before the Subcommittee on Rural Development, Biotechnology, Specialty Crops, and Foreign Agriculture of the Committee on Agriculture United States House of Representatives. ([Print version Acrobat PDF 91 kb](#)) November 19, 2009

[NTIA's Third Quarterly Status Report to Congress](#): NTIA submitted the third quarterly status report on the Broadband Technology and Opportunities Program (BTOP) to Congress on November 16, 2009. November 18, 2009

[Federal Register Notice: Rural Utilities Service \(RUS\) and National Telecommunications and Information Administration \(NTIA\) Joint Request for Information](#): RUS and NTIA released a joint Request for Information (RFI) seeking comment on

Done

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OHIO LEGAL ASSISTANCE FOUNDATION (OLAF) BTOP APPLICATION

- **Applicant:** Ohio Legal Assistance Foundation Columbus, OH
- **Contact:** Cynthia Vaughn 614-728-6930 cvaughn@olaf.org
- **Project title:** Ohio Broadband Access Initiative for Civil Legal Services Attorneys
- **Program:** BTOP
- **Proposed Project Area:** OH
- **Project type:** Sustainable Broadband Adoption
- **Grant request:** \$ 925,545
- **Status:** Application Received
- **Description:** The Ohio Broadband Access Initiative for Civil Legal Services Attorneys Project will purchase wireless, broadband-enabled laptops for use by attorneys working with vulnerable low-income Ohioans in rural areas on a variety of legal matters including foreclosure, eviction, education, child custody, and child support matters in the office, in the field, in the community, and at the courts.



FIRST ROUND BTOP GRANTS AWARDED (TO-DATE)



BROADBAND TECHNOLOGY OPPORTUNITIES PROGRAM (BTOP)

[HOME](#)[ABOUT](#)[APPLY](#)[NEWSROOM](#)[CONTACT](#)

BTOP Project Information:

Below is information outlining each BTOP grant award. Awards will continue to be announced from the First Round application pool on a rolling basis into February 2010.

Broadband Infrastructure Projects:

Georgia: [North Georgia Network \(PDF\)](#) - \$33.5 million

Maine: [Three Ring Binder \(PDF\)](#) - \$25.4 million

New York: [ION Upstate New York Rural Broadband Initiative \(PDF\)](#) - \$39.7 million

South Dakota: [Project Connect South Dakota \(PDF\)](#) - \$20.6 million

Public Computer Center Projects:

Arizona: [Arizona Public Computer Centers \(PDF 259 Kb\)](#) - \$1.3 million

Massachusetts: (Boston) [City of Boston Public Computing Centers \(PDF 278 Kb\)](#) - \$1.9 million

Minnesota: (Minneapolis/St. Paul) [Broadband Access Project \(PDF 279 Kb\)](#) - \$2.9 million

Washington: (Spokane) [Spokane Broadband Technology Alliance \(PDF 257 Kb\)](#) - \$1.3 million

Sustainable Broadband Adoption:

New Mexico: [Fast-Forward New Mexico \(PDF 281 Kb\)](#) - \$1.5 million

Washington: (Spokane) [Spokane Broadband Technology Alliance \(PDF 257 Kb\)](#) - \$980,000

BROADBAND MATCH

HTTP://MATCH.BROADBANDUSA.GOV/BTOPPARTNERS/BPMHOME.ASPX



BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

[Home](#)[Search](#)[About](#)[Profile](#)[Contact](#)[Register](#)

Connect within
my community



Find a partner



Be a partner



Create a
stronger application

WHAT: BroadbandMatch is an online service to help applicants for [Recovery Act broadband grants](#) find potential partners with whom to apply. Infrastructure providers find content providers! Large-scale institutions find small-scale community organizations! Practitioners find researchers!

WHY: A stronger, more creative applicant pool brings us closer to the President's goal of broadband for all Americans. This tool helps those with complementary skills and resources collaborate to create stronger applications together than they could working alone.

HOW: Fill out and post an [applicant profile](#) and then [search](#) for partners.

WHO: Brought to you by the Department of Commerce's [National Telecommunications and Information Administration](#) and the USDA's [Rural Utilities Service](#) in support of the Obama Administration's [Open Government Initiative](#).

JOIN BROADBANDMATCH

STEP 1:

Join BroadbandMatch by filling out a profile with your organization's information.

STEP 2:

Search for partners based on state and/or organization type.

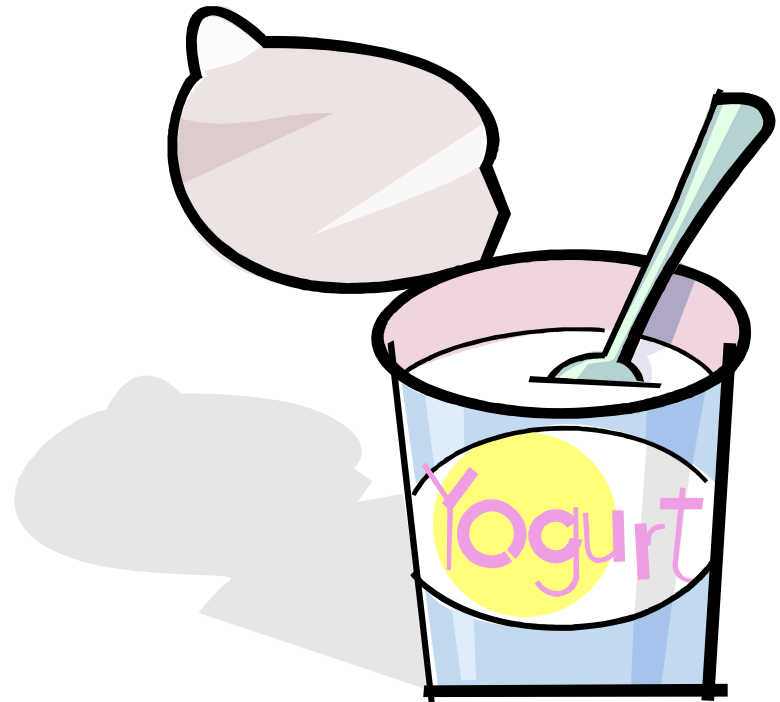
STEP 3:

Connect with applicants in your community and collaborate on an application.



PHILOSOPHICAL PERSPECTIVE

- You get what you think about (example: Cynthia's Yogurt story)
 - If you think you don't have enough (poverty mentality), you WON'T have enough.
 - If you think you have MORE THAN ENOUGH, then that's what you will experience.



PHILOSOPHICAL PERSPECTIVE

- In other words:
 - It's about a positive attitude even when others are negative
 - It's about believing a situation is an opportunity to see things differently
 - It's about trying something new “outside the box” that has never been tried even when THEY say it can't be done



PHILOSOPHICAL PERSPECTIVE - STEPPING AWAY FROM POVERTY MENTALITY SYNDROME

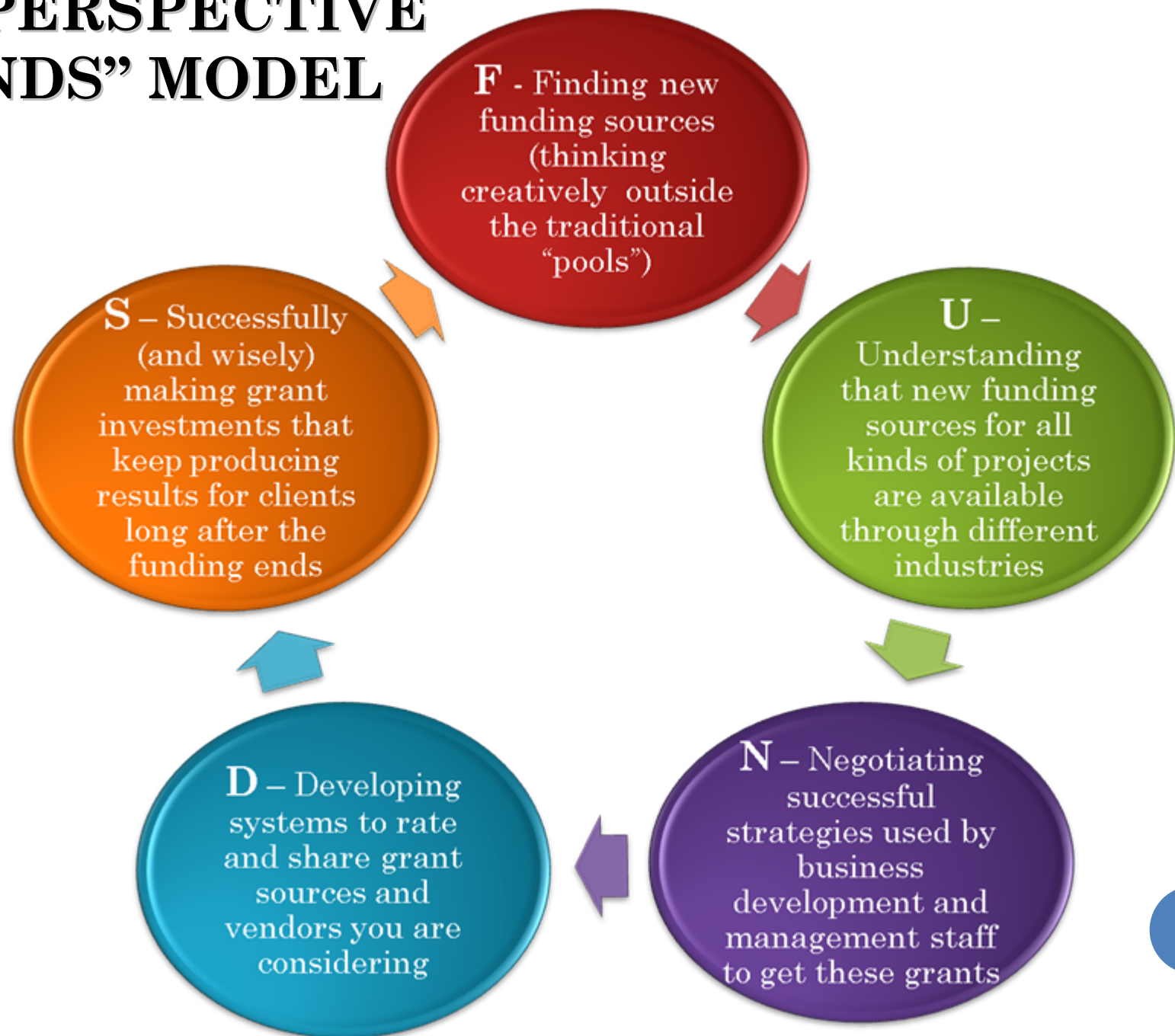
Poverty
Mentality
Syndrome – a
belief that there
is never
enough; it
permeates
EVERYTHING!

In legal
services, you'll
hear, "we don't
have money for
this; we don't
have funding
for that; we can
never get ahead
of the cases
because we
never have
enough
resources."

CURE
Reverse
thinking to see
the positive and
opportunity for
change in
EVERY
situation.

For every case
resolved, for
every fix for a
technology
breakdown,
etc., you see
successful
application of
doing (and
thinking) of
things
differently.

NEW PERSPECTIVE “FUNDS” MODEL



SOURCES OF FUNDING OUTSIDE THE BOX

- Factors that influence the search for funding:
 - ✓ The “what we’ve always done” pattern
 - ✓ Belief that it’s too much work to apply for grants outside historically available money
 - ✓ Fear of failure
 - ✓ Not knowing what you don’t know



SOURCES OF FUNDING OUTSIDE THE BOX

- Allstate Foundation Community Development Grant
(www.allstate.com/Community/PageRender.asp?Page=foundation.html)
- Bill & Melinda Gates Foundation
- Case Foundation (by appointment only)
- Cigna Foundation Health Grants
(http://www.cigna.com/about_us/community/index.html)
- Comcast Foundation Health Grants (www.cigna.com/about_us/community/index.html)
- Dell Foundation (typically regional)
- McCormick Tribune Foundation Communities Program Grants
(www.mccormicktribune.org/grants.aspx)
- Jimmy Buffet's Singing for Change Charitable Foundation Grants (www.singingforchange.com)



MORE POSSIBLE FUNDING SOURCES...

- Otto and Fran Walter Foundation Grants
(grants@walterfoundation.org)
- Public Rights Foundation (www.publicwelfare.org)
- Salesforce.com Foundation
- US Bank Community Relations (and other banks)
- William and Flora Hewlett Foundation
(<http://www.hewlett.org/>)

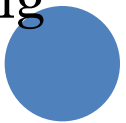


KEY TO SUCCESS?

- While it might not be your first instinct, ***SHARE*** your new funding source with others!
- Collaborate on projects, spreading dollars across programs.
- What you share with others will come back to you 10 fold...that's a new philosophical perspective!



WHEN APPLYING FOR GRANTS: TECHNOLOGY INTEGRATION

- Becoming more and more common to include project management and technology implementation, development and integration in grant applications (e.g., OSBF).
 - Needed because almost every kind of project / program will have, at a minimum, involvement from IT for laptops, integration with case management, etc..
 - Ask for project management and technology integration dollars on every grant application as a TASK not an FTE.
 - Asking helps offset the cost of technology AND it incorporates technology as part of the project (versus being seen as something separate).
- 

VENDOR GROUP DISCOUNT INITIATIVE

- Save programs money by pursuing discounts with product and service vendors (e.g., Sprint, Staples, LexisNexis, etc.).
- Team includes ABA, NLADA, NTAP, LSC, legal services program executive directors, IOLTA funder(s) staff
- How do we get this done?
 - Time is significant, especially with local (state) existing responsibilities
 - Staffing and resource planning
 - Quarterly schedule of meetings in 2010 to help push things along
 - Need more people working on different parts
 - Review how we are approaching how we “bundle” or “configure” relationships (e.g., Lexis)
 - Avoidance of analysis paralysis
 - Publishing success stories



QUESTIONS?

- Contact information:

- Cynthia Vaughn

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Phone: (614) 728-6930

