



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

<b>Submitted Date:</b> 3/15/2010 4:41:26 PM	<b>Easygrants ID:</b> 6392
<b>Funding Opportunity:</b> Sustainable Broadband Adoption	<b>Applicant Organization:</b> UNIVERSITY OF ILLINOIS
<b>Task:</b> Submit Application - Sustainable Broadband Adoption	<b>Applicant Name:</b> Ms. Katherine S. Young

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## A. General Application Information

Applicant Information	
Name and Federal ID for Applicant	
<b>DUNS Number</b>	041544081
<b>CCR # (CAGE)</b>	4B808
<b>Legal Business Name</b>	UNIVERSITY OF ILLINOIS
<b>Point of Contact (POC)</b>	SANDRA MOULTON 2172444750 Ext. smoulton@uillinois.edu
<b>Alternate POC</b>	SANDRA MOULTON 2172444750 Ext. smoulton@uillinois.edu
<b>Electronic Business POC</b>	SANDRA MOULTON 2173334880 Ext. obfsgcopostawarduiuc@uillinois.edu
<b>Alternate Electronic Business POC</b>	KATHY YOUNG 2173336323 Ext. gcoaward@uillinois.edu

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



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<b>Suffix</b>	
<b>Telephone Number</b>	217-333-6323
<b>Fax Number</b>	
<b>Email</b>	kyoung@illinois.edu
<b>Title</b>	Director, OSPRA

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Dr. Jon Patrick, Gant	2173335975	jongant@illinois.edu
Other Contact	Dr. Sharon Lee, Irish	2173337094	slirish@illinois.edu

**Other Required Identification Numbers**

<b>Easygrants ID</b>	6392
<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 Institution
<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



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Authorized Organizational Representative	
<b>AOR</b>	YOUNG, KATHY
<b>Result</b>	Re-Notify

**Project Title and Project Description**

**Project Title:** Urbana-Champaign Big Broadband (UC2B) – Sustainable Broadband Adoption

**Project Description:** UC2B is an intergovernmental consortium of the University of Illinois and the cities of Urbana and Champaign providing fiber-optic big broadband connectivity to the community's anchor institutions, fiber-to-the-home connectivity in underserved neighborhoods, improved access/support to public computer centers, and a sustainable adoption and educational outreach program for vulnerable populations.

**Other Applications**

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

- Yes

Easygrants ID	Project Title
6388	Urbana-Champaign Big Broadband (UC2B) Public Computer Centers
1724	Urbana Champaign Big Broadband (UC2B) Fiber and Wi-Fi Infrastructure

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

There are two related applications: First, the UC2B BTOP Infrastructure proposal was awarded \$22.5M in Round 1 and will now connect 143 anchor institutions and 2,500 fiber-to-the-home customers in the underserved target area (the Identified Service Area). In July 2009, UC2B identified this underserved target area by conducting a door-to-door household survey which found that the census block groups with less than 40% broadband up-take are exactly aligned with the lowest income and highest social isolation populations (joblessness, lower education,



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and lack of access to services). This Round 2 BTOP SBA proposal will leverage that awarded Infrastructure funding to ensure that this new fiber-optic network makes a meaningful difference for vulnerable populations and achieves the desired adoption. This SBA application depends on the BTOP Infrastructure project, because the community anchor institutions where this SBA proposal will provide broadband training and outreach are among the 143 anchor institutions that the awarded UC2B Infrastructure grant will now connect. The Infrastructure project does not depend upon this SBA application, but this SBA application allows the Infrastructure project to make a greater, meaningful difference among the vulnerable populations served. The awarded grant will allow us to build fiber-optic connections underground, but this SBA application will provide training, subsidized access, outreach and support above-ground. This will allow the wires and cables to be part of a larger mission of creating computer fluency, and on-going use of broadband among the low-income and underserved populations of the community, especially in ways that serve job creation, improved educational opportunities, and better local health and public safety systems.

Second, the UC2B BTOP PCC Round 2 proposal is the other related application. The PCC Round 2 proposal will create or expand 18 public computing centers and provide a free training curriculum in and near the same underserved target neighborhoods. Neither of these Round 2 applications (PCC and SBA) depend on each other. They are both mutually exclusive and can be awarded independently. However, they mutually support each other and help ensure that the broadband investment will lead to broadband fluency and to on-going broadband adoption. These Round 2 PCC and SBA proposals support each other by providing access, training and outreach in the same underserved target areas, but with different approaches: PCC focuses on setting up computer teaching labs for semi-formal training for adults; SBA provides more ad hoc and customized training and support, as well as a public helpdesk, to support a wider range of individuals and organizations representing vulnerable groups, weaving broadband into people's everyday lives in meaningful ways.

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

- Yes, Applicant is exempt because it is an accredited college or university

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:



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Name	Title	Employer

## B. Executive Summary, Project Purpose and Benefits

### Essay Question

**Executive Summary of the proposed project:**

**A. PROBLEM STATEMENT**

Champaign-Urbana has an acute gap in adoption of broadband and digital literacy. On one hand, we are home to the University of Illinois, the nation's second largest research university (in research dollars) and among the top-5 ranked Computer Science programs, where we developed the first graphical Web browser Mosaic at NCSA, the light emitting diode (LED), and our alumni have developed YouTube, PayPal, the Amazon.com search and retrieval process and more. We are now building the world's fastest supercomputer, Blue Waters. But Champaign-Urbana has the widest digital divide in Illinois and perhaps the nation. Within less than a mile of the university, people do not have access to broadband, to computer workstations, or to the basic digital literacy now critical for jobs and education. We have the fifth largest population below the poverty line in Illinois, and our public schools have 60% of children federally eligible for free or reduced lunch. We know that roughly 2,000 children in our schools do not have access to a computer at home, and that broadband adoption is below 40% in our target neighborhoods.

**B. PROPOSED APPROACH**

In this SBA application, the UC2B Consortium proposes to deliver an innovative outreach and support program to drive mass broadband adoption. By focusing on the most influential nodes of influence in the core areas of economic development, health, education, and public safety-- organizations that have the ability to influence thousands of residents--we will leverage the staff of local PCCs and other organizations to encourage at-home broadband subscription. We will be "embedding" and expanding broadband programs within existing social service agencies and community organizations, as well as providing a help desk, a corps of "cyber navigators" and door-to-door outreach for users adopting broadband. We have selected a demonstration group of



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25 community organizations, who, when intersected with the organizations with formal training labs supported by our PCC proposal, provide good basic coverage of our local vulnerable areas and population. We have had in-depth conversation with these sites about how broadband computers, training, and outreach programs will serve their missions.

We propose to expand the broadband access and programming within these 25 community organizations, before expanding services to all 145 UC2B partners. For example, the after-school youth clubs will receive workstations, staffing and training to make broadband, digital fluency, and media production a significant component of their programming for disadvantaged youth. The free health clinics will receive patient access workstations and support so that patients can use the Internet to research medical conditions, treatment options, and can securely access their medical records. In all partnering organizations, broadband will be seamlessly "embedded" into existing programs. By embedding broadband into the existing community infrastructure for vulnerable groups, job opportunities, education, health and public safety will naturally move online and the adoption of broadband will have sustained relevance in people's lives.

### C. TARGET AREA

The target area and the vulnerable populations were identified and chosen to specifically meet the ARRA goals and to provide job creation in an area with acute need. The geographic target area was identified in July 2009 when UC2B conducted a door-to-door household survey which found that the census block groups with less than 40% broadband up-take are exactly aligned with the lowest income and highest social isolation populations (joblessness, lower education, and lack of access to services). This target area is the "Identified Service Area" that will be served by the UC2B Infrastructure grant which was already awarded \$22.5M in Round 1 to provide low-cost fiber-optic broadband service to 2,500 fiber-to-the-home customers in the target area and to provide Internet access to the community organizations where this SBA grant will provide workstations and outreach, providing a meaningful boost for job opportunities, computer fluency, and on-going use of broadband among the low-income and underserved populations of the community.

The target area is the most concentrated area of poverty and joblessness in Champaign County, well above the state average. Champaign County and Cook County are the only two counties in the state with poverty rates above 15% and with over 20,000 people living in poverty (actual number in Champaign County is 29,800). By conducting broadband outreach with the target area, vulnerable populations such as Hispanics and African-Americans will have better access to broadband and the technology skills necessary for jobs in the 21st century.



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#### D. QUALIFICATIONS

UC2B is a consortium of the University of Illinois and the Cities of Champaign and Urbana. UC2B has joined with partner agencies, particularly Parkland Community College and the local libraries, health clinics and school districts that serve vulnerable populations, as well as organizations working to address the digital divide. The University of Illinois is home to the Graduate School of Library and Information Science (GSLIS) and the Community Informatics Initiative (CII), which was preceded by Prairienet, the community network (founded in 1993) that received a TOP (the predecessor to BTOP) grant to build digital participation among low-income and minority residents. Prairienet and CII have two decades of history providing Internet and computing to underserved populations, with services that include training and support, recycling computers for public access sites, support for small nonprofits, and creating community-oriented digital content. We have worked in Champaign-Urbana, East St. Louis, Oak Park, and Chicago, Illinois; Toledo, Ohio; Ann Arbor, Michigan; Manchester, England; and São Tomé (Africa). We created an archive of the physical and digital records of the Technology Opportunities Program (<http://hdl.handle.net/2142/5139>) and initiated the collective study of the 606 projects, all using technology to solve problems in underserved areas/among vulnerable populations. We are now the largest community informatics program in the country, graduating professionals and PhD-level researchers. City and university managers steering the UC2B city-city-university consortium have personally collaborated on no less than four generations of successful campus-community computer networking: PLATO (begun 1960), the first public access point to a university's online library catalog (1984), Champaign County Network (CCNET, 1993), Prairienet (1994), and now UC2B.

Our partners include federally qualified health centers, workforce development centers, K-12 and higher education, and public safety organizations. We are also partnering with key community media programs, such as the Urbana-Champaign Independent Media Center. With support from foundations including the National Science Foundation and Soros Foundation, the IMC developed CUWiN ([cuwireless.net](http://cuwireless.net)), the internationally recognized leader in open source mesh network software which was used to deploy the first wifi network in Champaign-Urbana as well as the Katrina aftermath in New Orleans, the tribal lands of the Mesa Grande Reservation, and the townships of South Africa.

#### E. JOBS CREATED



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Through our total network projects we will create or save at least 27 direct jobs in construction and in staff delivering these programs, and we expect to create 80 indirect jobs through small business support.

**Project purpose:**

**PROBLEM**

Our 20 years of experience with Prairienet (C-U's foremost anchor institution for digital adoption, housed at the University of Illinois) has shown that persistent lack of digital participation in Champaign-Urbana's vulnerable population groups is mirrored by several key factors identified in newly published research: expectations (are there valuable digital applications and content out there? will they make my life better?); ease of use; social support (can I learn in affinity and peer groups? is broadband advocated and used by people I value, know, trust, and respect?); and resources (are tools and help readily available?). With Prairienet in hibernation (as long-time senior staff retire and the University of Illinois undergoes drastic cost-cutting) the Urban League (C-U's foremost anchor institution for meeting needs of vulnerable groups) suddenly shut down, and the state's financial crisis worsening, Champaign-Urbana now lacks capacity to address its persistent lack of broadband adoption.

**SOLUTION**

Under the rubric UC2B, the Cities of Champaign and Urbana and the University of Illinois have participated in a long and careful process to develop an approach that we believe will successfully create and support demand for broadband adoption in our local underserved area and among our vulnerable population groups. With 145 local anchor institutions on board, our community's solution is truly comprehensive. We propose to leverage federal stimulus funds to create a new, lean, and flexible community anchor institution that integrates and expands the work of Prairienet and the Urban League, thus capitalizing on many years of experience and revitalizing those strategies, relationships and programs that we know work well to support sustainable broadband adoption. The new anchor institution, called CU SBA in this proposal, will create and manage 4 primary mechanisms for broadband awareness, education and training, and tech support: 1) Cybernavigator Corps; 2) Community Help Desk; 3) SBA Consortium of participating organizations; and 4) Two SBA Community Technology Hubs (one each in Champaign and Urbana). The CU SBA will:

--Meet expectations: Identify and create appropriate digital content and applications; Support comprehensive digital participation across organizations serving vulnerable groups;



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--Be easy to use: Continue Prairienet's effective, accessible, simple and usable community technology design strategy; Provide general and customized workshops; and offer phone, digital, and face-to-face tech support for groups and individuals;

--Embed social support: Utilize those people in our community who have long and respected track records of effective relationships with vulnerable groups. Some will be hired as CU SBA staff, others will participate through their existing organizational affiliations, with time devoted to this grant; Create cohesive and meaningful social groups for learning; Work through existing social networks in which vulnerable groups already participate; place technology hubs in prominent and congenial community centers;

--Provide broadband adoption resources: Emphasize local capacity building through creating human and social capital in our vulnerable groups; Leverage the UC2B Round 1 infrastructure funds already awarded; Support the UC2B PCC project proposed in Round 2; Identify and mobilize existing digital assets across diverse local organizations; Infuse key community hubs with desperately needed broadband workstations.

And overall, conduct targeted awareness campaigns through media actually used by vulnerable groups: e.g, listservs, newsletters, blogs, texting, social media, bus posters, fliers in schools/churches/branch library/door-to-door.

We will begin with a demonstration set of 25 sites selected by community partners as a crucial cross-section of anchor institutions. And then grow organically to expand CU SBA service to all 145 organizations and vulnerable households served by our Round 1 infrastructure grant.

#### OPPORTUNITY

The opportunity? To leverage the existing and cost-effective community/university infrastructure and expertise built carefully over two decades, infuse them with fresh ideas and new energy, and achieve more comprehensive outreach than previously possible. We will push resulting jobs, and infuse capacity, deep into everyday lives of vulnerable residents and the organizations serving them. Our approach is two-way: for sustainability, university and community must both benefit (not top-down "charity" but activities central to mission and capacity development of both).

#### SIGNIFICANCE AND REPLICATION

Broad significance is achieved in comprehensively and concretely addressing those factors we know are roadblocks to widespread and sustainable adoption among the poor, unemployed, and disenfranchised. This will be the first major digital divide project planned and undertaken jointly by Champaign-Urbana community college, library, K-12, health, media, and university partners. By extending and integrating best practices of Prairienet and prior community/university projects, we include developments that can be replicated to improve future projects. Moreover,



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by demonstrating how sustainable broadband can be achieved by leveraging, for the most part, assets latent in diverse local organizations, even those with little financial capital, we provide a model of success fueled by identifying, mobilizing, and coordinating existing local resources. The UC2B SBA solution is a strategy most specifically available to the 1700 communities nationwide that have public institutions of higher education. Linking campus goals and resources with local community leaders is one powerful way to level the local broadband playing field and sustain adoption.

The proposed funded service area is in an underserved area (<40% broadband takeup). UC2B SBA addresses all the statutory purposes except that of providing access to an unserved area.

**Recovery Act and Other Governmental Collaboration:**

An improved infrastructure now possible due to funding of UC2B in Round 1, also creates increased demand for the computer skills training provided by public computing centers. As sustainable adoption ensues through the low-cost pricing of the UC2B network, residents need resources to provide training for young people, elderly parents and other vulnerable populations as governments, businesses, hospitals, public safety units, transportation centers, schools, libraries and other key institutions are provided broadband. Parkland College will continue to provide semi-formal training and cybernavigators will be dispersed throughout the community to identify appropriate sites for promotion and training, whether in hospital lobbies, refugee centers, bus stations, schoolrooms as family resource centers.

**Technology Strategy:**

Our new CU SBA org will comprise Director; Asst Dir and 4 coordinators. This team will create and manage: (1) Cybernavigator Corps & (2) Help Desk: Cybernavigators will provide outreach & support to community orgs & UC2B's 2,500 fiber-to-the-home subscribers. The Corps will supply door-to-door outreach to sign up & support fiber-to-the-home subscribers; offer community-wide Help Desk support; make house calls; perform site visits; provide demonstrations of new broadband connectivity and workshops; assist w/evaluations & disseminating best practices; be assigned to key orgs. Paid Cybernavigators will be drawn from our target area, creating both new jobs & capacity among vulnerable residents. The Corps also includes a large number of unpaid staff, drawn primarily from successful UI initiatives that take the form of volunteer programs, practica, clubs, etc., related to digital inclusion for local empowerment. (3) C-U SBA Consortium: a voluntary multi-organizational network for all 145 current, & new, UC2B partners. Modeled on Prairienet's successful HelpSource Consortium,



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informal groups will meet monthly to share news, tips, & expertise, as well as develop collective responses to SBA issues and problems as they arise. (4) 2 SBA Community Tech Hubs, w/special multimedia production labs will be created, 1 each in Champaign & Urbana. Our approach is NOT tech-driven. Following tried & true community tech practices of Prairienet & the most effective community/univ projects, we will use free/low cost real world tech solutions, starting with what folks are actually using or could most cheaply and easily adopt. Through our planned CU SBA web portal, we will help vulnerable residents participate as creators, not just consumers of broadband and digital content. The major types of tech we will use include blogs, Flickr, YouTube, texting, Facebook, netbooks, cell phones, photocopiers, LCD projectors, Open Source software, Google tools, recycled computers. We want what works, not what's flashy. Our Help Desk will use phone, text chat, email, F2F, fax, online tutorials, & interactive systems already in place in some institutions, like live homework help at Champaign Library, & First Call for Help at Family Services. Our Tech Coord will ensure that these simple & disparate technologies are reliable, secure, & user-friendly. Some special equipment will be contributed by project partners, incl a mobile multimedia production lab (Hip-Hop Express). Our most important tech for broadband adoption & sustainability is social, e.g., fliers at church, neighbors chatting on street corners, youth showing off to friends, SisterNet's community organizing strategies, service-learning & volunteer recruiting on campus.

**Innovative Approach:**

The central concern for our proposal is to increase adoption of broadband across the entire C-U community. Our goal is to serve CU community members by pursuing the innovative strategies outlined in the Knight Commission Report to expand the availability of information to everyone, strengthen the capacity of individuals to engage with information, & promote individual engagement in the public life of our community. To address this among slow-to-adopt groups locally, we will apply lessons learned from our extensive experience of innovative research and practice on digital inclusion, community informatics, & information technology strategy and community development. Innovative aspects include: Placing the university in the role as a core community anchor institution. The University of Illinois is well recognized through Prairienet for offering low-cost Internet & computer access, as well as IT-capacity building in nonprofits. This level of civic engagement & community informatics on campus gets students & faculty across disciplines involved in community development in deep, meaningful, action-oriented ways; Asset- not deficit-based approach. We will mobilize available assets across very diverse orgs both on-campus and off. Partners bring their in-depth knowledge about the community, helping to recognize the assets and capacity of so-called poor people & the relatively poor nonprofits that



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serve them; Connecting grassroots action & resources with those of larger, more stable institutions; A strong focus on social & business entrepreneurship; Building enduring relationships with vulnerable & vulnerable-serving individuals and organizations; Use of authentic social and helping networks in vulnerable communities.

Our CU SBA will also build on innovative pilot projects of the past 10 yrs, e.g.: E2Y: Empowering & Engaging Youth: CU Area Project, IL Public Media, and UI Library Science worked with Black teens to interview local Black leaders & create a multimedia GIS map of community assets for youth; SOAR: An after school program in a public elementary school that provides free 1-on-1 bilingual tutoring, literacy, digital enrichment for 50 immigrant children; & service-learning experiences with vulnerable groups for UI students; Afya: A collaboration between SisterNet & UI that built digital participation & skills for local Black women devoted to nurturing physical, financial, emotional, & intellectual health; Barrio Arts, Culture, & Communication Academy: Taught urban youth to create their own multimedia campaign and e-publishing program for reducing underage drinking; At-Promise: Reverses 'at-risk' thinking & patterns by helping local youth learn to conduct research & create new media narratives about successful education & career paths in vulnerable groups. Very important is our overall digital learning pipeline, in concert with Parkland Community College, to help low-income kids learn 21st C. skills & recruit low-income adults to complete training.

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

- No

**Is the applicant delinquent on any federal debt?**

- No

If Yes, justification for delinquency:

- .

**Are you seeking a waiver of any requirement set forth in the NOFA that is not mandated by statute or applicable law?**

- No

## **C. Partners**



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

➤ Yes

If YES, key partners are listed below:

<p>Project Role: Sub-recipient          Name: Grove, Marsha          Email: mgrove@Champaign.org          Address 1: Clara Lane          Address 2: 200 West Green Street          Address 3:          City: Champaign          State: Illinois          Zip Code: 61820          Organization: Champaign Public Library          Organization Type: City or Township Government          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor          Name: Lissak, Debra          Email: dlissak@tufl.info          Address 1: 210 West Green Street          Address 2:          Address 3:          City: Urbana          State: Illinois          Zip Code: 61801          Organization: The Urbana Free Library          Organization Type: City or Township Government          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: DeJarnette, William          Email: bhdejarnette@city.urbana.il.us          Address 1: 400 South Vine Street          Address 2:          Address 3:          City: Urbana          State: Illinois          Zip Code: 61801</p>



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<p>Organization: City of Urbana          Organization Type: City or Township Government          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: Chynoweth, Danielle          Email: chyn@ucimc.org          Address 1: 202 S. Broadway Avenue          Address 2: Suite 100          Address 3:          City: Urbana          State: Illinois          Zip Code: 61801          Organization: Urbana Champaign Independent Media Center          Organization Type: Non-profit Corporation          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: Arrington, Andre          Email: aarrington@DMBGC-CU.org          Address 1: 201 East Park Street          Address 2: PO Box 1396          Address 3:          City: Champaign          State: Illinois          Zip Code: 61824          Organization: Don Moyer Boys &amp; Girls Club          Organization Type: Non-profit Corporation          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: Mobasseri, Maria          Email: mmobasseri@parkland.edu          Address 1: 2400 West Bradley Avenue          Address 2:          Address 3:          City: Champaign          State: Illinois          Zip Code: 61821</p>



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<p>Organization: Parkland Community College          Organization Type: Non-profit Institution          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other          Name: Smeltzer, Michael          Email: smeltzer@illinois.edu          Address 1: 2129 DCL          Address 2: 1304 W. Springfield Ave. MC 256          Address 3:          City: Urbana          State: Illinois          Zip Code: 61801          Organization: University of Illinois, Campus Information Technologies and Educational Services          Organization Type: Non-profit Institution          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Third party in-kind contributor          Name: Fuller, Christopher          Email: cfuller@usd116.org          Address 1: Central Office          Address 2: 205 N. Race Street          Address 3: PO Box 3039          City: Urbana          State: Illinois          Zip Code: 61803          Organization: Urbana School District 116          Organization Type: Other          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: Mitchell, Janice          Email: jmitchell@usd116.org          Address 1: 1401 East Main Street          Address 2:          Address 3:          City: Urbana          State: Illinois          Zip Code: 61801</p>



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<p>Organization: Urbana Neighborhood Connections Center          Organization Type: Non-profit Corporation          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other          Name: Pryde, Julie          Email: jpryde@c-uphd.org          Address 1: 201 West Kenyon Road          Address 2:          Address 3:          City: Champaign          State: Illinois          Zip Code: 61820          Organization: Champaign-Urbana Public Health District          Organization Type: County Government          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: McClain, Robin          Email: mcclairo@champaignschools.org          Address 1: Mellon Center          Address 2: 703 S. New Street          Address 3:          City: Champaign          State: Illinois          Zip Code: 61820          Organization: Champaign Public Schools Unit 4          Organization Type: Other          Small business: No          Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient          Name: Goldberg, Andrea          Email: agoldberg@chealthctr.org          Address 1: 819 Bloomington Road          Address 2:          Address 3:          City: Champaign          State: Illinois          Zip Code: 61820</p>



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Organization: Frances Nelson Health Center  
Organization Type: Other  
Small business: No  
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient  
Name: Ahmad, Irfan  
Email: president@avicennahealth.org  
Address 1: 507 S. Second Street  
Address 2: Suite 2E  
Address 3:  
City: Champaign  
State: Illinois  
Zip Code: 61820  
Organization: Avicenna Community Health Center  
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.**

Our UC2B partnership for SBA has been over a year in the making. From planning for Round 1 grants up to the present, over 100 local organizations have contributed to funding, planning and collecting data for BTOP. We have established the CU Open Access Coalition (<http://cuopenaccess.org>), created collaborative planning websites, held community-wide public hearings, presented at city council meetings, facilitated numerous community meetings, conducted many organizational in-depth interviews and focus groups. Our general approach to involving communities in the project area has been one of deep and open participation across the board. For example, low-income youth volunteered for collecting Census tract broadband access data door-to-door, after first undergoing training provided by experienced university staff. Our set of 25 demonstration organizations are responsible for driving our entire project design, in collaboration with Prairienet and other community informatics professionals from Parkland Community College and the University of Illinois. Long-time and respected local activists for vulnerable groups also extensively contributed their expertise, organizing, and expertise. Parkland College is a key training partner in introducing computer use to the uninitiated and then building on those skills for workforce development and digital literacy. They will be providing training in 8 facilities, including the Illinois Employment and Training Center, as well as two



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new hubs, the Champaign CU SBA center and the Urbana Neighborhood Connections Center. The well-tested, tiered curriculum will also be offered at the libraries, Salem Baptist Church, four public elementary schools, and two community centers, one in a private mobile home park in Champaign (Shadowwood), and the other near mobile homes in east Urbana (Muslim American Center.) Parkland will also provide in-kind support for use of their current facilities. Other training will be offered in a public housing authority space, Dorsey Homes. All of this training, in groups and one-on-one, creates a culture of broadband use that will make this proposal sustainable. The city of Urbana is committed to expanding the coverage of public computer centers by designing, installing and maintaining wireless hardware in locations in 7-9 targeted areas, serving about 5500 people. The Urbana Free Library will receive laptops through this grant as well as patron training from Parkland staff and volunteers. The laptops will allow flexible use of a crowded building that already has wireless access; the accessible building is open 70 hours a week and now will accommodate more training sessions. The patrons at the Champaign Public Library will also be able to have instruction from Parkland staff; the Douglass Branch library, with local and state matching funds, will be expanded, along with instruction. The branch library is located in a targeted area, and will benefit from wireless access as well as fiber optic infrastructure. Four Urbana public schools will offer opportunities for further technology training for families after school. The Champaign pilot program at Garden Hills will continue with the addition of opportunities for further technology training for families after school. Both school districts have many volunteers who can leverage the work of paid staff in increasing computer skills. Since families already come to the schools, these locations are appropriate for hands-on, inter-generational learning. The hub at the Urbana Neighborhood Connections Center (UNCC) will be expanded with local and state matching funds to provide a safe and entertaining space for youth—a cyberlounge. We know that people need to experience the powerful potential of broadband in order to adopt it; cyberlounges help do that. With NTIA funding the fiber-optic infrastructure, the whole facility will be wired for broadband access. The UNCC is a grassroots establishment that partners not only with UC2B but the Housing Authority of Champaign County, the Urbana school district and the city of Urbana, with support from the United Way. The director of the center, Janice Mitchell, is a school district employee and she is well integrated into the lives of families in the community in which she lives and works. Another facility that engages local youth is the Don Moyer Boys and Girls Club (DMBGC). With local and state matching funds, the club will be expanded to include a cyberlounge to further involve youth in digital media production. With federal funding and expansion, the club's capacity can serve more youth, contributing to their positive development in a long-standing local institution. The U-C Independent Media Center, established in 2000, will increase its ability



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to serve a well-established and growing clientele. In the “other” category is the Campus Information Technology and Educational Services (CITES) that has offered our intertwined proposals a cash match of \$420,000. This generous donation, from the group that spearheaded the infrastructure proposal, demonstrates their support for the vital training and necessary outreach to sustain broadband adoption. Finally, the Champaign-Urbana Public Health District will serve as a landlord as well as programming partner for the north Champaign public computer center, called CU SBA center for now. Their spacious facility will house classrooms, a small-business incubator, a public lab and related support facilities for the families that come to CUPHD for a variety of services. This hub will also serve as headquarters for the whole area's effort of broadband uptake.

## D. Congressional Districts

### Applicant Headquarters

- Illinois

### Project Service States

Illinois

### Project Service Areas

Illinois - 15

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

- No

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

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



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No

## E. Community Anchor Summary

Community Anchor Institution	
Schools (k-12)	47
Libraries	3
Medical and Healthcare Providers	13
Public Safety Entities	24
Community Colleges	1
Public Housing	5
Other Institutions of Higher Education	2
Other Community Support Organization	36
Other Government Facilities	14
<b>TOTAL COMMUNITY ANCHOR INSTITUTIONS</b>	<b>145</b>
Minority Serving Institutions	
Historically Black colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0



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<b>TOTAL MINORITY SERVING INSTITUTIONS</b>	0
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## 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

English as Second Language (ESL)

Disabled

Low Income

Unemployed

Senior Citizen (55 and over)

Youth

**Other:**

### Vulnerable Populations

We target 8 vulnerable groups: Blacks, Hispanics, low-income, unemployed, youth, ESL, disabled, and seniors. The cities of Urbana & Champaign, and the University of Illinois are entities that share boundaries and create one urban center. The target geographic area (C-U residents in underserved Census tracts) was selected because it is the most concentrated area of poverty and joblessness. We provide some county-wide statistics since many of SBA's awareness, training, and tech support services will be available beyond the cities' borders. The



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county-wide poverty rate is 18%, well above the state average of 12%. The most recent U.S. Census shows that 28% of Urbana households and 24% of Champaign households made less than \$14,999 per year. An additional 17% are at risk of falling into poverty. 7,032 children (19%) live below the poverty line in Champaign Co. C-U public schools have 60% of children federally eligible for free or reduced lunch; and we know that roughly 2,000 children in our schools do not have access to a computer at home. Champaign-Urbana's unemployment rate for Dec. 2009 was 8.5%, for a total of 10,600 people unemployed. 48% of residents in our target underserved Census tracts are Black, representing a much higher concentration than the C-U's overall total of 12%. While only 2.9% of C-U residents are Hispanic, 4.5% of the project area residents are of Hispanic descent. Our proposed SBA Consortium ensures that we work through those existing anchor institutions that already have a strong track record in serving vulnerable groups. Our partners include the primary not-for-profit umbrella organizations for low-income residents (United Way, Family Services), as well as anchor institutions that target specific vulnerable groups. The Frances Nelson Health Center (FNHC) and 3 co-located free health clinics provide a specific means of reaching those suffering from poor health and disabilities. FNHC is a federally qualified health center that provides primary medical services for the uninsured and underinsured & its ethnically diverse population served includes 36% Black and 26% Hispanic. Similarly, our SBA Consortium includes the primary local anchor institutions serving the unemployed (Illinois Employment & Training Center), vulnerable youth (public schools in the target area, Don Moyer Boys and Girls Club, C-U Area Project, Juvenile Detention Center); Blacks (SisterNet, local churches, Douglass Branch Library). Our CU SBA team will include people who represent, and/or have special expertise with, the 8 vulnerable groups. Our SBA Community Technology Hubs will be located in the target area, on bus lines, provide childcare, share space with existing anchor institutions. To address low-income and unemployment needs, CU SBA will provide a foundation for economic mobility. They will be free; support quality and equitable education, including 21st C. digital literacy, for youth; and provide workforce development for adults.

#### **Accessibility**

UC2B's open, accessible network philosophy includes accessibility for people with disabilities. We will work to make the full scope of information technology engagement available to all of our residents. Our team has expertise with every aspect of accessibility, from building computer technology center facilities that can be used by people with wheelchairs to providing helpdesk, software, and training services to enable people with vision, hearing, or motor impairments to use computers effectively. The university was one of the first wheelchair-accessible campuses in



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the nation decades ago, and today is a national leader in accessible web and software technology. That commitment extends to UC2B.

One of the community anchor institutions is the Developmental Services Center. Its mission is to “enhance the lives of individuals with disabilities by providing services and supports which enable them to live, work, learn, and participate in their communities.” It was created in 1972 by the merger of four community organizations devoted to serving individuals with developmental disabilities and serves 1,400 individuals each year in Champaign and Ford counties. Its public computer center is just part of its larger program, and it has special equipment—hardware and software—for their clientele. They specialize in the area of accessibility and will be able to advise all of the other centers regarding this special needs population. The Community Help Desk will create and promote broadband assistance material that meets web accessibility standards and is presented in languages (Spanish, at minimum) that meet the needs of our ESL residents.

Most of the public computer centers have been involved at some stage in receiving public funding and have been required to meet standards for handicapped accessibility. In general we will have no center in the network that is not accessible to the disabled.

All of the senior centers have accessible facilities, as do the centers for homeless and women in distress. Every library and other public buildings are accessible for everyone as well.

While the buildings are accessible, over time we will have to make sure that other aspects of the public computing spaces can be fully useable as well. For people in wheelchairs we will have to make sure that they can easily move chairs so they can get access, and that the tables or desks do not prevent them from getting as close as they need to for computing. If there are residents and users of the labs who have other special needs we will have to work with their specific PCC in order to work out a reasonable solution.

#### **Other Languages**

While only 2.9% of Champaign-Urbana residents are Hispanic, 4.5% of the project area residents are of Hispanic descent. The SBA Consortium includes the primary local anchor institutions serving Hispanics (Shadowwood; Latino Partnership of Champaign Co.; UI Extension; Nuevos Horizontes Media Initiative) and ESL (Urbana Adult Education, East Illinois Refugee Mutual Assistance Center). We have been working with researchers who are studying cultural differences in computer usage, and will partner with community members to make the spaces and the interior arrangements comfortable and welcoming, physically and virtually. For Spanish-



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speakers, that means, of course, lab assistants who speak Spanish, as well as materials that are available in Spanish. People who may be undocumented especially need to feel safe and know that their privacy will be respected. The Community Help Desk will create and promote broadband assistance material that meets web accessibility standards and is presented in languages (Spanish, at minimum) that meet the needs of our ESL residents.

## G. Project Budget

Project Budget	
<b>Federal Grant Request</b>	\$1,687,290
<b>Total Match Amount</b>	\$868,462
<b>Total Budget</b>	\$2,555,752
<b>Match Percent</b>	34.0%

**Projects Outside Recommended Funding Range:**

- n/a

**Sustainability:**

The CU SBA is organized to provide support for broadband Internet access and use beyond the funding period of this proposal by using revenues generated from a universal service fund, service fees, and grants and awards. CU SBA will incorporate a cost-recovery model to subsidize revenues from a universal service fund. The BTOP program is funding UC2B to prove fiber to the home. The universal service fund is maintained by contributions from UC2B through a portion of the subscriber fees it charges for Internet broadband service. This fund will begin to collect revenues later this year when the new service begins operations. In 2011, we expect \$87,300 to be generated; by 2012, \$172,00; 2013, \$240,800, and 2014, \$309,200.

CU SBA will use the revenues for spending on its operational expenses including the day-to-day IT and training operations, capital expenses including the costs for acquiring any new fixed assets and carrying out any long-term projects, IT services for any professional services, application expenses, salaries and benefit of the staff, and maintenance and administration



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expenses of professional IT staff and for running and maintaining the systems used support CU SBA public engagement activities.

By using the universal service fund to meet the operational expenses of CU SBA, additional expenses will be funded through service fees and grants and awards. The cost-recovery model will cover the incremental costs of providing services to individuals and businesses. The CU SBA staff will provide professional services to help organizations determine how to use broadband Internet. The fees for typical consultations will be covered through the universal service fee. Fees for advanced services such as customized network configuration, customized training, and security will be charged based on an ability to pay schedule. The staff will also assist the organization in writing grants or awards to pay for the fees and any other resources needed. CU SBA will also use volunteers to subsidize the human capital needed to support individuals and local organizations. CU SBA is partnering currently with the University of Illinois' Community Informatics Corps to train and prepare volunteers. CU SBA will make other community partnerships to ensure a consistent and well-trained volunteer force for its efforts. CU SBA will also pursue grant funding for its operations, training programs, and community outreach.

<b>Matching Funds</b>	
<b>Applicant is providing matching funds of at least 20% towards the total eligible project costs?</b>	Yes
<b>Describe the matching contributions</b>	In Kind: Volunteers \$210,900 in kind, figured at \$18 an hour, to be cybernavigators. Contributed from University of Illinois College of Education, half of Lila Moore's salary (\$39,864); UI Campus Information Technology and Educational Services (CITES) Cash Match (total \$420,000): Assistant Director salary partially supported by CITES (90,000, 21% of total); cybernavigators (\$258,000, 61% of total) GSLIS Cash Match: proposal development and benefits (Irish, Bievenue, Adams, percentage of salaries) Urbana schools is contributing \$10,500 for installing wireless access at King School. Champaign schools will contribute 5% of the school district's family



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	liaison's salary for three years (\$10,173) and a part-time custodian for \$6367, for upkeep of the after-school computer spaces.
<b>Unjust enrichment</b>	We are not receiving nor have we requested any federal support for nonrecurring costs.
<b>Disclosure of federal and/or state funding sources</b>	A significant UC2B infrastructure project (\$22,534,776) has been awarded to construct 187 miles of fiber-optic broadband and connect 143 anchor institutions throughout Champaign and Urbana. This funding will also provide fiber-to-the-home to four low-income neighborhoods. The institutions that will be networked include 40 K-12 schools, 17 social service agencies, 14 health care facilities, nine youth centers, four public library systems, and two institutions of higher education. Additionally, we are leveraging a State of Illinois Digital Divide grant to the Community Informatics Initiative at GSLIS (\$55,000 funded in FY09) that supports a community technology center in north Champaign; another Digital Divide grant to Parkland College (also \$55,000) supports workforce development and training to underemployed workers and access to public computing. Part of an NSF Icubed/Cpath grant to Parkland College in the amount of \$26,967 is being leveraged to teach digital literacy.

<b>Budget Narrative</b>	
<b>Budget narrative</b>	Staff hiring will begin with the grant funding and be in place for 3 years. The SBA Director will be a half-time appointment of GSLIS professor Jon Gant, who will be paid \$53,288 a year for three years. An assistant director who will coordinate the part-time cybernavigators will be paid \$35,000 per year and support the work of the director. That salary will be split between a local match and a federal request. Rae-Anne Montague, assistant dean of students at GSLIS, will be paid out of federal funds for a percentage of her time so that she can direct GSLIS students and faculty into SBA projects. Lila Moore, program coordinator at the UI Center for Education in Small Urban Communities, will coordinate many of the K-12 activities. Her half-time salary will be split between the College of Ed and the grant funds. There will be 4 50%-time staff (total of \$405,000): Community Engagement Coordinator, for developing rich



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	<p>community relationships for SBA; Entrepreneurship Coordinator for the SBA organization itself, as well as for participating community organizations and individuals; R&amp;D Coordinator will identify and translate research related to sustainable broadband adoption for utilization in SBA activities; Technology and New Media Coordinator will perform technology assessments for SBA and do web development. Staff for IT work, finance, communications/marketing/PR: 2 GAs; Administrative Assistant (50%). Cybernavigators are mobile community workers who will be funded by the Campus IT unit with a \$258,000 match. Volunteer tutors, who have been working in the local schools for quite some time are contributing their time, valued at \$210,900. Most of the personnel in the SBA proposal are integrated within already operating organizations or centers. Fringe benefits, when provided, are calculated according to agreed-upon formulas. \$5000 over three years will enable staff to attend relevant conferences or workshops to share and learn best practices. Participant costs will provide child care and food for workshops and other training activities. \$6000 will support the materials at all locations. Various spaces receiving upgrades will need some or more furniture (\$10K) for the larger volume of people served. Printing of training materials and publicity items for the SBA grant will cost \$15,000 over three years. The Avicenna Community Health Center request for \$33,130 in federal funding will provide instruction to clinic users in health and wellness information access. Frances Nelson Health Center (\$31,394 in federal funding will facilitate broadband usage among its patients. Urbana Schools is providing an in-kind match for wireless access at King School. Champaign Schools will contribute custodial services for the public access computer centers in their schools. Tuition remission for two graduate assistants for three years (\$67,200) will be paid by federal funds.</p>
<b>Budget reasonableness</b>	<p>One way to address budget reasonableness is by category of expenditure. Salaries are in keeping with pay scales and human resource policy at the participating institutions. The scope of effort for administrators, cybernavigator coordinator and corps members, and</p>



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	<p>outreach coordinators is appropriate to their job descriptions. Matching salaries of staff members who have been working in the schools is another good way to leverage this investment. Further, their efforts will be compounded by the already-in-place tutoring and service learning activities carried out by Parkland and the UI. The cost of printing, \$5000 a year, makes sense given the need to reach people who are not online. But print materials will be available on web portals and free listservs. The wireless installation by the city of Urbana will give users a "taste" of broadband for free, and encourage long-term use. Supporting the free and low-cost health clinics with software for better patient and volunteer management, as well as work stations for patient access will integrate information access into people's lives who have not previously used it.</p> <p>Another way to address budget reasonableness is to note the level of local and state support for the project. The University of Illinois (CITES) has contributed \$420,000 to carry out this development; the city of Urbana has pledged \$210,000; both school districts and Urbana Free Library have been generous in their in-kind contributions; Champaign Public Library has provided \$100,000 for its branch expansion and local groups such as the boys and girls club and the Independent Media Center have offered in-kind and cash support.</p>
<b>Demonstration of need</b>	<p>There is no possible way that this proposal would be funded without support from the broadband stimulus program. The state of Illinois, like the rest of the nation, is in the midst of a deep recession with an eleven billion dollar deficit. The governor recently suggested cuts of two billions and another \$4.7 billions in borrowing. The state is \$436 million dollars behind in payments to University of Illinois, which is spurring further cuts and reorganizations. The Champaign Urban League, a key support for many underserved in C-U, closed its doors in 2006 due to lack of funds and most social service agencies are struggling to survive. Similarly, Parkland College is operating on reduced resources. The way to fulfill the needs of our communities is to obtain federal funding and match it with willpower, commitment, and our own much smaller financial resources to create long-lasting transformations in public and personal lives.</p>



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<b>Submitted Date:</b> 3/15/2010 4:41:26 PM	<b>Easygrants ID:</b> 6392
<b>Funding Opportunity:</b> Sustainable Broadband Adoption	<b>Applicant Organization:</b> UNIVERSITY OF ILLINOIS
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**Funds to States/Territories**

States	Amount of Federal Grant Request
Illinois	1,687,290

**Funds to States/Territories Total:** \$1,687,290

## H. Historical Financials

Matching Funds			
	2007	2008	2009
Revenue	2,628,029,000	2,846,316,000	0
Expenditures	3,744,787,000	4,038,418,000	0
Net Assets	2,415,856,000	2,355,349,000	0
Change in Net Assets from Prior Year	45,871,000	-60,507,000	0
Bond Rating (if applicable)			

## I. Program Benefits

Jobs	
How many direct jobs-years will be created from this project?	4
How many indirect jobs will be created from this project?	1
How many jobs will be induced from this project?	0

Methodology used to estimate jobs:



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\$92,000 of government spending creates 1 job-year, but that is high for our region, so we used \$80,000.

64% of the job-years represent indirect effects

36% of the job-years are induced effects

For the organization and training period of SBA we anticipate creating 11 FTE jobs; since it is just three job-years, that means 4 jobs.

For the indirect jobs according to the job-year measure, there would be one FTE job created; induced effects are hard to measure with a program of training and skill development. It is difficult to calculate the job creation over the long term. We see our current efforts as infusing skills, connections, and capacities into organizations well into the future. Cybernavigators, either paid or volunteer, will gain experience that will translate into other job opportunities. Peer teachers similarly will be able to move into positions that utilize their experience.

<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>	22000
<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>	500
<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>	210000
<b>What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?</b>	\$6.50

**Measuring Adoption Impact:**

Champaign-Urbana has a very mobile population, with a large university (40,038 a year enrolled) and a vibrant community college (9407 a year enrolled). In addition to a large number of students, other low-income people come and go in search of employment stability. Thus, our goal is to add 5500 households (22,000 users), plus 500 businesses to the new subscriber list, as well as serve about 210,000 students over the life of the grant. Our staffing model includes ample volunteers, but also \$1.5 million to support management, assessment, reporting, marketing,



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teaching, coordinating, and outreach. As partners in sustainable adoption, we will continue our work with I-Powered, a group of volunteer students of color who work in the communities on digital literacy, and with peer teachers who are in the best position to share new knowledge with their cohort.

<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>	4000
<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>	64
<b>How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?</b>	8

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

Parkland College has been teaching digital literacy for ten years, first at the college itself and now scaled-up at the Illinois Employment Training Center. Their instructors are experienced in delivering a tiered curriculum that allows people to learn basic skills and continue to build their knowledge with further classroom and real-world experiences. Parkland will develop customized training for cybernavigators--people who either work at neighborhood PCCs or who are moving from location to location--once the particular skill sets are identified. Other training will be delivered by the cybernavigator coordinator, based on the long experience of Prairienet community technology work. We will take full advantage of the high-tech university setting that C-U enjoys by matching skilled volunteer faculty, staff and students with community organizations and member who can make use of their expertise, in their own settings, driven by their own self-identified needs.

<b>Equipment Affordability Programs</b>		
<b>What is the total up-front cost of this equipment?</b>	align="center">\$0.00	
<b>If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?</b>	0	Households
	0	Businesses
	0	Institutions



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<b>If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?</b>	\$0.00
<b>How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall?</b>	0

<b>Broadband Awareness Programs</b>	
<b>If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?</b>	70000

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

Hiring local people is essential to a sustainable awareness campaign. Particularly with people who do not use the Internet, one-to-one connections are crucial. Thus our team of cybernavigators going door-to-door in the targeted communities, letting people know about workshops to help them create email accounts or fill out job applications, will be an important aspect of our campaign. Dr. Will Patterson and his team of I-Powered students have funding to outfit and locate a "hip hop" trailer in neighborhoods that may be unfamiliar with multimedia production and ways to share that production online. The trailer is conceptually designed to function as a modern day Jessup Wagon. The Jessup Wagon was a school on wheels developed by the great agricultural scientist, George Washington Carver, to educate black and white farmers in the early 1900s and later adopted by the U.S. Department of Agriculture. The Jessup wagon was a corner stone of Tuskegee Institute's educational extension services. Now, fast-forward a century, the Hip Hop Express is steeped in that same philosophy. However, our mission is to extend the civic engagement and service mission of the University of Illinois by utilizing the aesthetic elements of urban America culture, namely Hip Hop to "scale up" the idea of the Jessup Wagon and provide multimedia mentors to people in the targeted neighborhoods. Folks have to see the possibilities of broadband use before they adopt it.

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



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The SBA Director will use quantitative and qualitative data to assess the effectiveness of our awareness campaign. We will have an Institutional Review Board application ready to go in order to conduct focus groups on broadband awareness and in-depth interviews with community leaders on their own partnerships to further broadband adoption. We will work closely with Dr. Will Patterson's group, I-Powered, and his Hip Hop Express to understand this innovative "extension" project, for which Dr. Patterson has separate funding and an evaluation plan.

## J. Project Readiness

### Licenses and Regulatory Approvals

n/a

### Organizational Readiness

Parkland College has been delivering computer literacy training for 10 years. The lead agency for the Urbana-Champaign Big Broadband (UC2B) Consortium will be the University of Illinois at Urbana-Champaign. The Community Informatics program at the University of Illinois Graduate School of Library and Information Science has existed in some version since 1994, when faculty founded Prairienet. This experience is supplemented by a strong local tradition of autonomous community technology/media initiatives. Champaign-Urbana Community Wireless Network is a world-renowned coalition of wireless developers and volunteers providing low-cost, do-it-yourself, community-controlled alternatives to contemporary broadband models. The Urbana Champaign Independent Media Center, one of the 18 public computer centers, operates a community radio station, performance space, media production and training facility, art gallery, and artist spaces.

Readiness comes from the UC2B application being part of ongoing local activities. Our community has highly skilled folks already working on this important historical transformation; they have joined forces to make UC2B hit the ground running. The Champaign Library has had the renovation plans for the Douglass Library ready and waiting; funding will make it happen. The Don Moyer Boys and Girls Club has long planned to work toward becoming an Intel Clubhouse, and extra space and some equipment will get them moving in that direction. Many organizations have worked together for years: Parkland has conducted training at the boys and girls clubs, at Shadowwood Community Center, at Salem Baptist Church, and other targeted access points, so relationships are established and participants are not strangers. The UI library



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school has an active program with The Urbana Free Library for students to serve as tech volunteers in the computer lab, supporting the library patrons with one-on-one help. The UI and Parkland also have strong connections in the local schools, through service-learning projects and hands-on engagement activities in both Urbana and Champaign. Prairienet, which now provides the conceptual foundation for the UI Community Informatics Initiative (CII), nurtured deep and lasting connections with local organizations, and those have been maintained through CII.

**Project Timeline and Challenges**

September 2010: Grant Awarded

- \* CU SBA Entity finalized, led by Jon Gant

Oct - Dec 2010:

- \* CU SBA Entity takes charge with communication with UC2B Policy Committee
- \* Hiring of rest of management and administrative support teams
- \* Hiring and training of cybernavigators

Jan - Mar 2011:

- \* Conduct hiring for additional lab monitors, assistants and instructors
- \* Finalize workshop schedules and curricula

Apr - Jun 2011:

- \* Wireless equipment installed at identified sites
- \* Conduct training for new SBA staff

Jul - Sept 2011:

- \* UC2B below-ground fiber provides Internet
- \* Eighteen PCCs are open with expanded hours and equipment, as sites for access and training
- \* Beginning level classes available at all training locations
- \* 70,000 additional users have been served in project's first 12 months

Oct - Dec 2011:

- \* Hiring for all locations is complete
- \* Big Broadband public gathering for skills share and tours
- \* All 18 PCCs are open at full proposed capacity, with training regularly featured
- \* First round of graduates complete beginning classes



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Jan - Mar 2012:

- \* UC SBA Entity and Policy Committee focus on outreach and marketing to vulnerable populations
- \* Train the trainer sessions introduced at PCCs that want them
- \* Beginning and Intermediate/Advanced classes available at all training locations

Apr - Jun 2012:

- \* First round of graduates from all training locations finish beginner and intermediate classes

Jul - Sept 2012:

- \* 140,000 additional users have been served in project's first 24 months

Oct - Dec 2012:

- \* Stakeholder Committee and Policy Committee focus on financial shift to the sustainable phase after grant funding
- \* Big Broadband public gathering for skills share and tours
- \* Fall beginner and intermediate classes are held

Jan - Mar 2013:

- \* Plans firmed up to dovetail PCC and SBA proposals for mutual benefit
- \* Train the trainer sessions continue

Apr - Jun 2013:

- \* Spring beginner and intermediate classes are held

Jul - Sept 2013:

- \* 300,000 additional users have been served

September 2013: Grant Ends

**SPIN Number**

## **K. Environmental Questionnaire**



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**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

This equipment will be paid for by a hopefully successful PCC submission and then used to provide access, training and promotion. Other materials may be donated by classes or organizations for re-purposing.

**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

We will hold classes, workshops, meetings and tutorials in 18 public computer centers and seven additional demonstration targeted access sites. All buildings currently exist.

**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



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**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	SBA MANAGEMENT TEAM RESUMES AND ORGANIZATION CHART.pdf	Young, Katherine	03/15/2010
Government and Key Partnerships	SBA GOVERNMENT AND KEY PARTNERSHIPS.pdf	Young, Katherine	03/15/2010
Historical Financial Statements	UI2008report.pdf	Young, Katherine	03/15/2010
Historical Financial Statements	UI2007report.pdf	Young, Katherine	03/15/2010
Community Anchor Institutions Detail	upload+template++SBA++Anchor+Detail(2).xls	Young, Katherine	03/15/2010
BTOP Certifications	Authentication(SBA).pdf	Young, Katherine	03/15/2010
Detailed Budget	UC2BSBA 2010_03_15.xls	Young, Katherine	03/15/2010
SF424 A Budget	upload+template++SBA++SF-424A.pdf	Young, Katherine	03/15/2010



**Broadband USA**

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SF424 B Assurances - Non-Construction	Non-construction(SBA).pdf	Young, Katherine	03/15/2010