- What is your analysis of which kinds of PCC/SA proposals are winning funding?

New America:
At this point with only 15 (9 PCC/SBA) proposals awarded of 2,187 and
1,400 rejection letters mailed w/o comments, we are still only reading
tea leaves. I would highly recommend visiting
http://www.ntia.doc.gov/broadbandgrants/projects.html and reviewing
each project overview.

- We have added Parkland College to our team and are building our coalition. What sorts of "public-private" and "public-non-profit" partnerships are the most appealing?

New America:
In many of those already awarded, large institutions (libraries,
cities, healthcare facilities, education) are listed showing that NTIA
is looking to see them as part of projects.   My personal
recommendation would be to find 3 to 5 larger organizations to put a
stake in the form of facilities, staff, cash, etc and pool together as
many smaller community organizations as possible. From all partners,
surveys of their facilities, programs, and served population along
with support letters will greatly strengthen the proposal.

- How strongly do you recommend a 30% or higher match?

New America:
Very strongly. Without a doubt, this is one of the primary ways for a
proposal to differentiate itself. We have been recommending people
set a goal of 40% or higher and using 30% as the absolute minimum.

- Is it too much to have 40+ PCC locations included in our proposal? Should we be narrowing the number to fewer locations to be more competitive?

New America:
My gut is to say this is a fine number. To help benchmark for
competition, LA (the largest PCC at $7.5 million) is going to
expand/upgrade 188 locations which comes out to roughly $40,000 per
location. With that, your proposal would be approx. $1.6 million for
40 locations. Spokane Washington is receiving $1.3 million for a PCC
that will create 14 centers and also equip vehicles for mobile
training and computer locations.

- Is our application strongest if we re-apply with a different organization or name (such as Urbana or Champaign being the lead submitter for the consortium, rather than re-applying as the U of I)?

New America:
As far as applicants go what we have seen thus far is an unfortunate
dominance by private companies receiving 24 awards for 81% of the

funds with 8 public projects for 7%, 3 public/private for 12%, and 1
non-profit receiving 2 awards for 0.40%. With the hope that we will
see more public/private awards, my recommendation would be for the
Cities to be the lead applicants and form close well documented
relationships with 3-5 community institutions (both public and
private).

- We understand wireless access is fundable in the SA proposals. Is that correct and have you seen any
successful models of SA wireless?

New America:
We haven't seen this yet for SBA.