



The Stimulus Package: Broadband and Technology Opportunities

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NTIA Program Overview

- \$4.7 billion to NTIA
 - \$350 million for broadband mapping, not available for grants
 - At least \$200 million for community computing
 - At least \$250 million for innovative programs
 - Up to \$3.9 billion for general broadband support
 - All funds to be granted by September 30, 2010
- Statute sets certain requirements
 - Specific criteria for evaluating applications
 - ◆ Focus on impact of grant
 - Applications
 - ◆ Detailed explanations and evidence that project requires grant money



Working with NTIA

- NTIA experience is limited
 - Other grant programs have been much smaller
 - Professional staff likely to be augmented by contractors
- Factors affecting grant consideration
 - Work with NTIA staff if at all possible
 - ◆ May need to be able to adjust proposal
 - NTIA will decide, but other players will have influence
 - ◆ White House, OMB, NEC
 - ◆ Congress
 - Focus on impact of proposal on economic issues
 - Community support may be critical



RUS Program Overview

- \$2.5 billion divided among loans and grants
 - RUS discretion to allocate
- Priorities set by statute:
 - Projects that create a choice of provider
 - Service to unserved areas
 - Prior RUS recipients
- Area covered must be 75% rural
- Cannot be combined with NTIA funding in same area



Restrictions on Funding

- Funding restricted by definition of “broadband”
 - NTIA and RUS working with FCC
- NTIA grantees must have at least 20% non-federal funding
 - Appears that RUS funding would not count towards the 20%
- NTIA funding subject to non-discrimination
 - Minimum standard: FCC Internet policy statement
 - Not applicable to RUS funding
- NTIA-funded projects to be completed by 2 years from date of grant
- RUS loans subject to collateral requirements



Other Open Issues

- Specific timing of applications and rules
 - NTIA and RUS are hurrying
- Commercial entity eligibility for NTIA funds
- Role of the states
- Non-discrimination rules
- Grant/loan mix for RUS funds
- Substantive application requirements
 - May not be criteria other than those in the law
- Evaluation process for successful grants



Application Process

- NTIA and RUS cooperating on applications
 - May consider joint applications
- Applications likely to be accepted in three groups
 - First applications expected to be accepted by the end of June
 - Last filing deadline expected to be mid-2010
- Applicants permitted to apply under multiple programs
 - Structuring likely to be significant
- No apparent restriction on partnering applications



Designing an Application

- Identify unmet needs
- Focus on key issues
 - Job creation
 - How quickly project can be implemented
- Leverage the funding
 - The lower the percentage of federal funding, the better
 - Multiple-benefit proposals more likely to get funded
 - ◆ Facilities that can be shared
 - ◆ Proposals that meet multiple objectives
- Obtain community buy-in
 - Partner with other entities
 - Seek support from government, non-profits, schools
 - Involve elected officials
- Position proposals as innovative



Steps for Potential Applicants

- Identify potential opportunities
 - As an applicant
 - ◆ Specific projects
 - ◆ Potential partners
 - As a partner with an applicant
- Target open issues of concern
 - Comments to NTIA/RUS and to FCC by April 13
 - Monitor status of NTIA, RUS and FCC deliberations
- Enlist support from beneficiaries of proposal
- Begin preparation of proposal
 - Initial deadlines will be short
 - Substantive proposals can be begun now
 - Plan strategy for supporting proposal before you apply



Other Programs

- Economic Development Administration
 - \$150 million potentially usable for broadband, with small and medium businesses preferred
- Federal Building Fund
 - \$1.05 billion, potentially available for upgrading telecom
- Employment and Training Administration
 - \$250 million for worker training grants for jobs other than “green” jobs
- Health and Human Services
 - \$2 billion for health information technology architecture and infrastructure
- School Improvement Programs
 - \$720 million for school upgrades



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