CPUC FUNDING CONNECT YOUR COMMUNITY

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INTRODUCTIONS

- Name

- Organization

- Your Role in Organization

- Share impact of digital divide in your work

INTRODUCTIONS

Kami Griffiths
Executive Director, Co-founder

About CTN
- Established in 2008 in San Francisco, expanded to Austin, TX in 2017
- Focus is on delivery basic digital literacy training to adults/seniors
- Assist with getting devices and internet
- Create and translate curriculum
- Utilize volunteers and paid staff as trainers
- Provide training for trainers
- Able to accommodate 5 languages

Our mission is to transform lives through digital literacy.

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AGENDA

- CPUC Funding
- Who is NOT connected
- Crisis of Disconnection
- Application
- CTN Experience
- Q&A

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CPUC FUNDING TO BRIDGE THE DIGITAL DIVIDE IN UNSERVED AND UNDERSERVED COMMUNITIES

California Advanced Services Fund (CASF)

- Broadband Public Housing Account: $20 Million
  Quarterly application deadlines
  →October 18, 2018

- Broadband Adoption Account: $20 Million
  Semi-annual application deadlines
  August 1, 2018 →July 1, 2022
  $1.3 Million remaining
  January 1, 2021 deadline (Holiday)

- Broadband Infrastructure Grant Account
  Annual application deadline
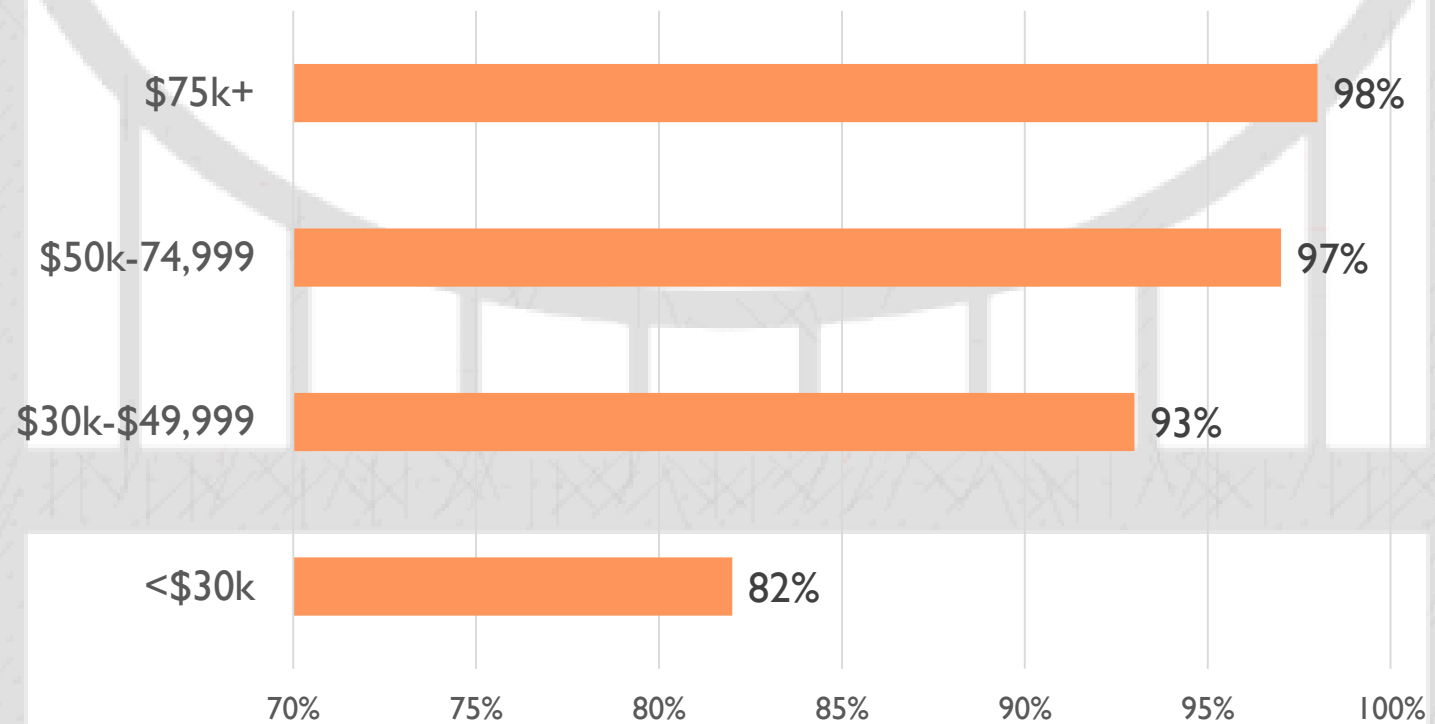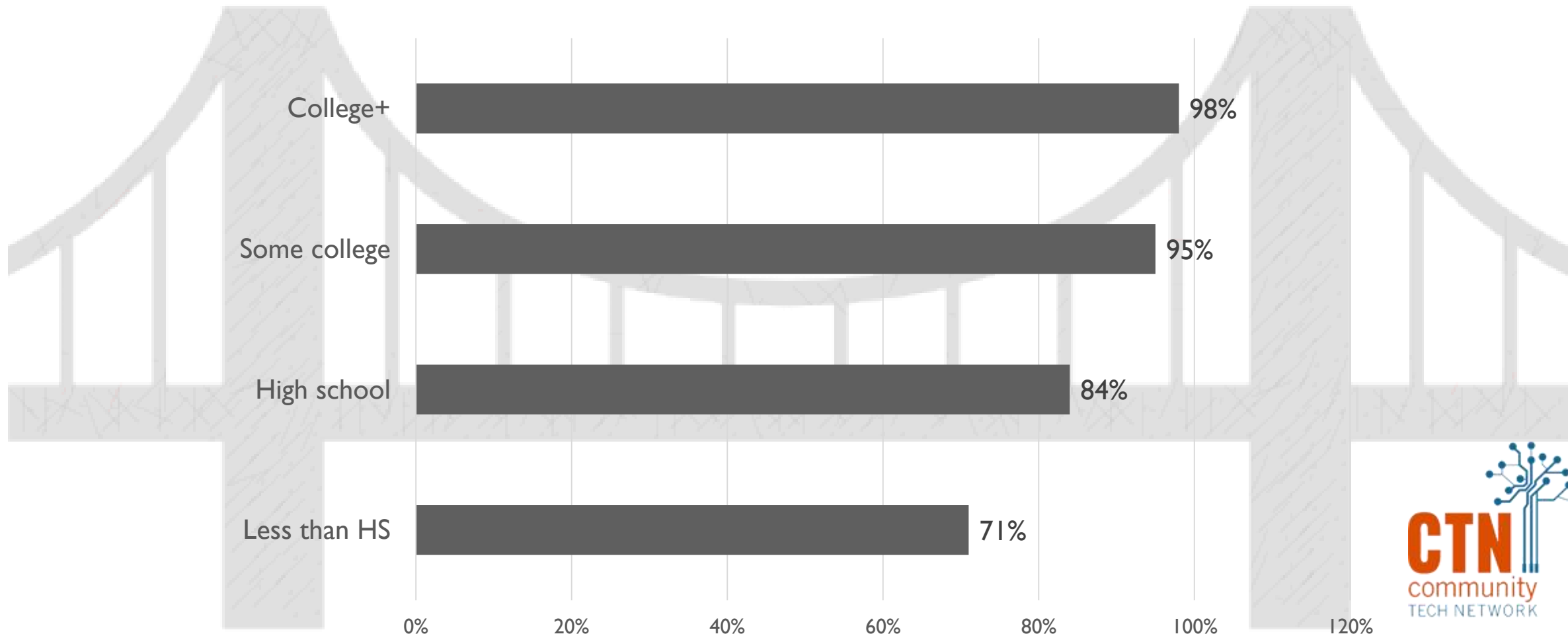
FUNDED

DEVICE + TRAINING   CONNECTION

→$100,000

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WHO IS NOT CONNECTED: **BY INCOME**

Income	Percentage
$75k+	98%
$50k-74,999	97%
$30k-$49,999	93%
<$30k	82%

70% 75% 80% 85% 90% 95% 100%

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WHO IS NOT CONNECTED: **BY EDUCATION LEVEL**

Education Level	Percentage
College+	98%
Some college	95%
High school	84%
Less than HS	71%

WHO IS NOT CONNECTED: **BY LOCATION**

Suburban 94%
Urban 91%
Rural 85%

80% 82% 84% 86% 88% 90% 92% 94% 96%

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https://www.pewresearch.org/fact-tank/2019/04/22/some-americans-dont-use-the-internet-who-are-they/

WHO IS NOT CONNECTED: **BY AGE**

Age	%
18-29	100%
30-49	97%
50-64	88%
65+	73%

0%   20%   40%   60%   80%   100%   120%

https://www.pewresearch.org/fact-tank/2019/04/22/some-americans-dont-use-the-internet-who-are-they/

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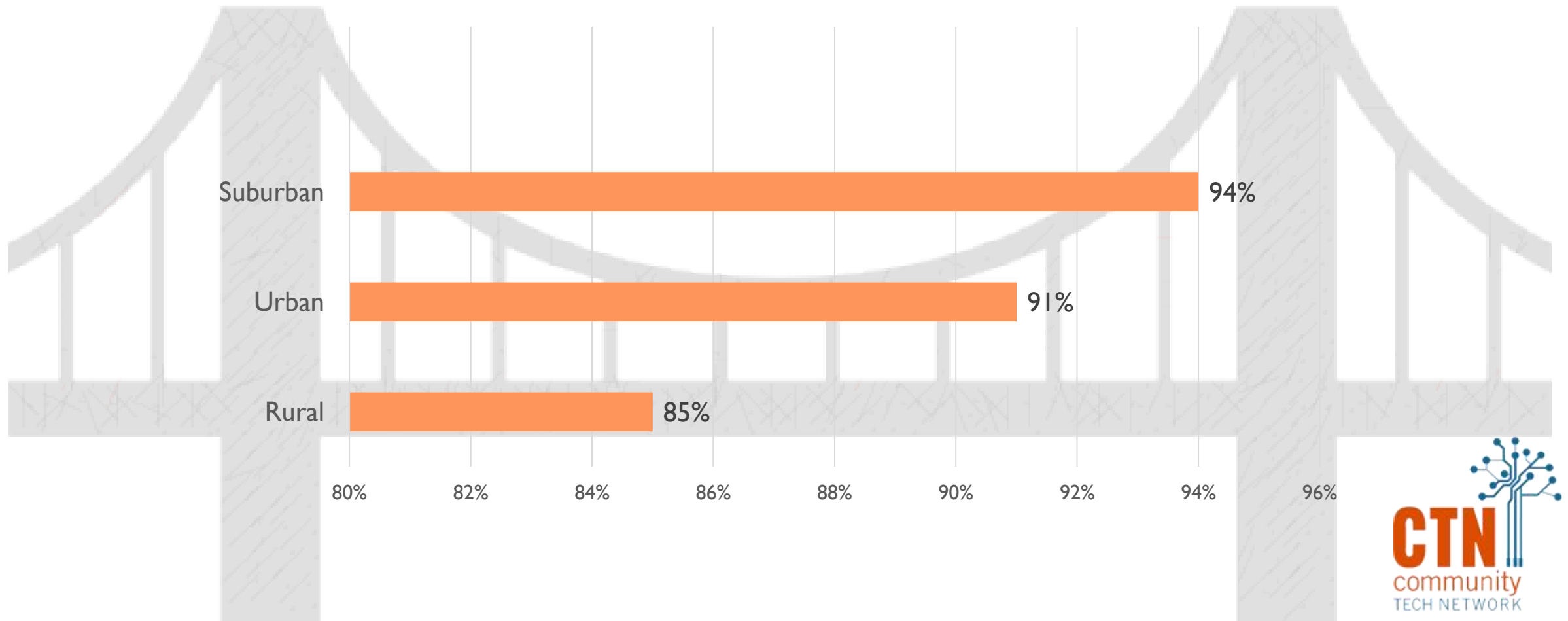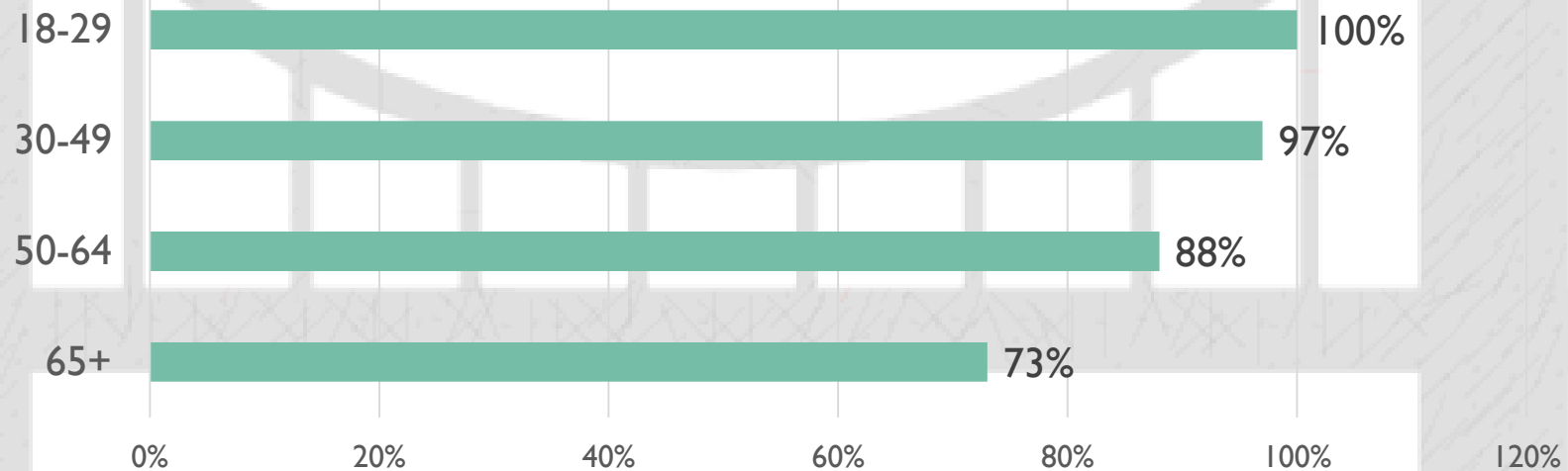
COVID-19 PANDEMIC HAS CREATED A CRISIS

- Shelter in place order
    - Disconnected from family and friends
    - Essential needs: groceries, prescriptions…
    - Banking online
    - News and entertainment online
- Expectation that everyone has access at home
    - Telehealth – complicated for new users
- Public computers no longer available
- Need for tech support
- Fear and scams

APPLICATION CHECKLIST

- Application (Excel Workbook)
  - TAB 1 – Applicant General Info
  - TAB 2 – Project Description
  - TAB 3 – Preferred & Expedited Checklist
  - TAB 4 – Work Plan
  - TAB 5 - Budget
- Cover Letter
- Curriculum, Brochures, Outreach materials
- Optional: Endorsements and Letters of Support
- IRS Nonprofit Tax Exempt ruling
- Notarized Affidavit

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TAB 1
APPLICANT GENERAL INFORMATION

California Public Utilities Commission, CASF Adoption Account Application

General Information

1. Applicant/Organization Information

Applicant/ Organization Name:	
Website Address:	Phone Number:

2. Type of Organization (select from list)

	☐ 501 (c)(3)	Tax ID #

3. Contact Information

First Name:		Last Name		Title	
Address:		City:		Zip Code	
Email:		Phone Number:			

Contact for questions, if any, and will receive Award Notification

4. Application Summary

Type of Project (select one)		Project Name	
Applicant is requesting, or intends to request funds from other CASF sources within the next 12 m			

Budget Request	Total Project Cost	CASF Grant Request (≤85%)	Other Funding Sources	Source of Other Funding (Leveraged, Self-Funding, Both) if Applicable
Total	$ -			

5. Application Checklist - Please check boxes if you have reviewed and provided the following documentation:

☐	Adoption Account Application Form	FORM- Tab 1- Tab 5

↓

(Checklist)

TAB 2
PROJECT DESCRIPTION – NEEDS ASSESSMENT

California Public Utilities Commission, CASF Adoption Account Application

Project Description

1. Project Name				
0				
2. Type of Project				
0				
3. Project Location, or Area/ Community to be Served				
Address:		State:		
City:		Zip Code:		
Community/County/Census Block/ Other delineation				
4. Project Costs and Grant Request				
Grant Request	$			-
Leveraged Funding	$			-
Total Project Costs	$			-
5. Expedited Review Eligibility				
Does the project meet all the criteria for expedited review? (See tab 3)				
6. Needs Assessment				
Is the Median Income Level of Community is *at or below* the CARE income limits for a household of 4?		What is the Median Income Level of Community?		
Is the Broadband Adoption Level *is at or below* the Statewide Average?		What is the current Broadband Adoption level of Community?		
Describe the following Demographic Makeup of the Community:	Primary Language (if not English)		Avg Age	
	Level of Education		Avg Income	
Identify Existing Community Problems, Needs, or other Socioeconomic Barriers				
7. Partnerships & Community Support	**Yes/ No**		**Details**	

↓

- Median income
- Education Level
- Primary language
- Average age
- Broadband adoption rate
  https://i3connect.org

  https://www.cetfund.org/action-and-results/statewide-surveys/2019-statewide-surveys/
- Community problems, needs or socio-economic barriers

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TAB 2
PROJECT DESCRIPTION – PARTNERS, MARKETING & OUTREACH

- Partnership and Community (Yes or No, Details)
  - Supported by the community
  - Existing relevant partnerships
  - Existing telecom carrier relationship(s)
  - Leveraged funding resources
- Marketing & Outreach
  - Describe outreach
  - Project number of participants
  - Project number informed of low cost broadband
  - Project new Broadband subscriptions
  - Describe improvements/set up of training space
  - Describe any devices to be purchased

TAB 2
PROJECT DESCRIPTION – DIGITAL LITERACY TRAINING

- Describe Type of Training
  - In-person instruction
  - Remote instruction using phone and video-conferencing
  - Recorded video lessons
  - Practice Activities
- Expected Enrollment and Completion
- Describe Training Structure
  - Group or Individual or Combination
  - Four 2-hour classes
  - Five 1-hour classes + exercises
- Project the number who will receive additional tutoring beyond instruction

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TAB 3
PREFERENCE CHECKLIST - Yes or No

- Low Income
  Community median household income at or below the CARE income limits for a household of four

- Low Education
  More than 50% of residents have only a high school diploma or less

- Limited English
  More than 50% of residents have limited English proficiency

- Rural
  Area eligible for federal program under the U.S. Dept. of Agriculture (USDA) Section 515 program
  City with a population of 40,000 or less or in a non-urbanized area
  Unincorporated area of a county and is not in an urbanized area

- Project has community support, endorsements and/or partnerships.

- Community with some other demonstrated disadvantage which affects broadband adoption

TAB 3
EXPEDITED REVIEW - Yes or No

- Project serves a low-income population

- Applicant is a local government, senior center, school, public library, nonprofit organization, or community-based organization with programs to increase publicly available or after-school broadband access and digital inclusion, such as digital literacy training programs.

- Applicant or partner organization possesses at least one-year experience in digital literacy training or has previously carried out at least one digital literacy project.

- Applicant will perform community education and outreach about available broadband services.

- Grant request is $100,000 or less

TAB 4
WORK PLAN

Ramp Up *(up to 6 months)*

- Outreach and Marketing

- Conduct Interest/Needs Assessment

- Customize Curriculum and Learning Objectives

- Develop Class Schedule

- Order Supplies and Devices

- Set up computer lab (if applicable)

- Develop Evaluation Process, Tools, Structure

Begin/End as Month 1, 2, 3…
Not specific dates (Mar 2021)

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TAB 4
WORK PLAN

Year 1 and Year 2

Begin/End as Month 1, 2, 3…
Not specific dates (Mar 2021)

- Ongoing Outreach and Marketing

- Registration and Enrollment

- Deliver Instruction

- Track Participation and Completion

- Revise/Update Curriculum (if needed)

- Submit Report and Invoice

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TAB 5
BUDGET

Item			Total Cost	Requested (85%)	Leveraged	Self-Funded
Equipment & Materials	Unit Cost	Quantity				
Take-Home Devices In-Classroom Devices Printer Router Software Furniture Training Materials			$10,000 max 15 max	Up to $150 ea Up to $750 ea		
Staffing & Labor	Wage/Fee	Units				
Instruction Translation Tech Support Administration						

* Participants to be Trained/Provided Access
  Average Investment per Participant
  Average GRANT Investment per Participant

Also Budget for Marketing & Outreach and Travel

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TIPS

- Submit individual applications per location
Cookie cutter

- Will not fund hot spots or connectivity

- Minimize Administration Budget

- Target average cost/participant <$400

- If missing an attachment (checked on TAB 1), they may give you a chance to provide after submission

- CPUC will not explain reduced award
Will not reduce participation numbers
(it's about cost/participant)

TIMELINE

Jan 4	~3 mo	1 mo	6 mo	12 mo	12 mo

- 1-4-2021*Submit

- 2-3 mos   CPUC Review – possible questions

- 3 mos   Award Notification

- 1 mos   Award Acceptance

- 6 mos   Ramp Up

- Report+Invoice → Reimbursement (1-2 mo)

- 12 mos   Program Delivery

- Report+Invoice → Reimbursement (1-2 mo)

- 12 mos   Program Delivery

- Final Report+Invoice → Reimbursement (1-2 mo)

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CTN PARTNERSHIP

- Application Advice & Review
  - Sample text
- Curriculum *(accepted by CPUC)*
  - Many languages
  - Sample for application
  - Customization
  - Licensing
- Train-the Trainer
- Device Selection
- Deliver Instruction *(10+ years experience)*
  - Remote
  - In-person (when safe)

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PAST & PRESENT CPUC PARTNERS

- Bayview Senior Services
- Bridge Housing
- Center for Elders' Independence (CEI)
- City of Sunnyvale
- City of Oakland
- Community Housing Partnership
- Compass Family Services
- EngAGE
- Episcopal Community Services (ECS)

- DISH SF
- Hamilton Family Services
- Lutheran Support Services
- Piedmont Gardens
- San Francisco Hosing Development Corporation (SFHDC)
- San Jose Sikh Gurdwara
- Satellite Affordable Housing Associates (SAHA)
- Tabernacle Community Development Corporation

LANGUAGES: CTN CURRICULUM AND/OR INSTRUCTION

- English
- Cantonese
- Farsi
- Korean
- Mandarin
- Russian
- Spanish
- Tagalog
- Vietnamese

EXAMPLE 1 – FULLY FUNDED (TRANSITIONAL HOUSING/FAMILIES)

	Budgeted	Leveraged	Self-Funded	Requested	Funded
In Classroom Devices (15)	$ 3,750.00		$ 562.50	$ 3,187.50	$ 3,187.50
Take Home Devices (max $10,000)	$ 10,500.00		$ 1,575.00	$ 8,925.00	$ 8,925.00
Program Implementation	$ 14,350.00		$ 2,152.50	$ 12,197.50	$ 12,197.50
• Software, Printers and Routers					
Printers	$ 400.00		$ 60.00	$ 340.00	$ 340.00
Router	$ 450.00		$ 67.50	$ 382.50	$ 382.50
Software	$ 300.00		$ 45.00	$ 255.00	$ 255.00
Furniture	$ 900.00		$ 135.00	$ 765.00	$ 765.00
• Tech support for the computing devices	$ -		$ -	$ -	$ -
• Marketing and outreach efforts	$ 50.00		$ 7.50	$ 42.50	$ 42.50
• Digital literacy curriculum	$ 2,250.00		$ 337.50	$ 1,912.50	$ 1,912.50
• Translation	$ 1,000.00		$ 150.00	$ 850.00	$ 850.00
• Digital Literacy Instructors	$ 6,000.00		$ 900.00	$ 5,100.00	$ 5,100.00
Administrative Support (CEI)	$ 3,000.00		$ 450.00	$ 2,550.00	$ 2,550.00
Total Requested:	$ 28,600.00		$ 4,290.00	$ 24,310.00	$ 24,310.00

70 Participants
English, Cantonese and Spanish
Transitional Housing
Families
Chromebook

Cost per Participant:
Budgeted: $408.57
Awarded: $307.29

EXAMPLE 2 – COMMUNITY SENIOR CENTER

	Budgeted	Leveraged	Self-Funded	Requested	Funded
In Classroom Devices (15)	$ 11,250.00			$ 11,250.00	$ 9,562.50
Take Home Devices (max $10,000)	$ -			$ -	
Program Implementation					
• Software, Printers and Routers					
Printers	$ 400.00			$ 400.00	$ 340.00
Router	$ 450.00			$ 450.00	$ 382.50
Software	$ 750.00			$ 750.00	$ 637.50
Furniture	$ 3,000.00		$ 1,200.00	$ 1,800.00	$ 1,800.00
• Tech support for the computing devices					
• Marketing and outreach efforts					
• Digital literacy curriculum	$ 1,200.00		$ 1,200.00		
• Digital Literacy Instructors	$ 9,000.00			$ 9,000.00	$ 7,650.00
Administrative Support (CEI)	$ 4,000.00		$ 4,000.00		
Total Requested:	$ 30,050.00			$ 23,650.00	$ 20,372.50

56 Participants
English and Spanish
Seniors
No Take-Home Device

Cost per Participant:
Budgeted: $536.61
Awarded: $363.79

Funded 85% of requested amount or higher, if Self-funded 15% or more.
Must Self-fund at least 15% for every line item.

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EXAMPLE 3 – INDEPENDENT LIVING SENIORS

	Budgeted	Leveraged	Self-Funded	Requested	Funded
In Classroom Devices (15)	$ 11,250.00			$ 11,250.00	$ 9,562.50
Take Home Devices (max $10,000)	$ 5,250.00			$ 5,250.00	$ 5,250.00
Program Implementation	$ 75,272.00			$ 60,890.00	$ 17,706.50
• Software, Printers and Routers					
Printers	$ 250.00			$ 250.00	$ 212.50
Software	$ 2,500.00			$ 2,500.00	$ 1,344.00
Hotspots (10 @ $35)	$ 350.00			$ 350.00	$ -
• Tech support for the computing devices	$ 11,872.00		$ 2,872.00	$ 9,000.00	
• Marketing and outreach efforts	$ 1,000.00		$ 1,000.00	$ -	$ -
• Digital literacy curriculum	$ 2,500.00		$ 1,000.00	$ 1,500.00	$ 1,500.00
• Digital Literacy Instructors	$ 46,800.00		$ 3,510.00	$ 43,290.00	$ 9,400.00
Administrative Support (CEI)	$ 10,000.00		$ 6,000.00	$ 4,000.00	$ -
Total Requested:	$ 91,772.00		$ 14,382.00	$ 77,390.00	$ 27,269.00

78 Participants
English, Cantonese and Spanish
Seniors (Independent Living)
New Tablet

Cost per Participant:
Budgeted: $1,176.56
Awarded: $ 349.60

Budgeted amounts too high – didn't matter that Self-funded more than 15% of Tech Support and Administrative budgeted amount

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Q&A

POST YOUR QUESTIONS VIA THE CHAT

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THANK YOU