

Grant Writing In the Age of Billions

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Agenda

01. Introduction

02. BEAD Outlook & Overview

03. Getting Started Tips

04. Grant Writing Tips

05. Upcoming Grant Opportunities

06. Questions





Who We Are



Grant Gurus

Learn Design Apply, Inc. provides grant consulting and management services to public and private sector clients. Our team is passionate about addressing pressing and systemic challenges facing U.S. communities. We connect clients with vital resources through grant funding opportunities.





LDA Broadband Team

A dedicated branch of grant writers and consultants with experience in state and federal grants. Helped secure more than \$115 million in the past two years alone.

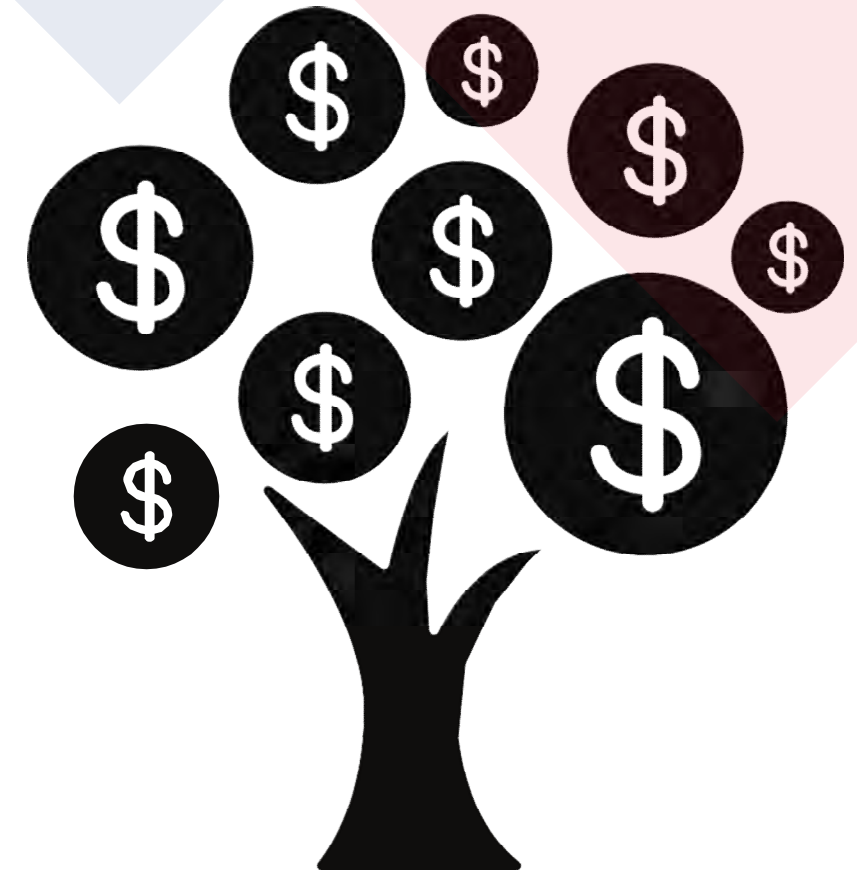
We learn the ins and outs of broadband grants and bring insight and strategy to our public and private clients.



#SCHITTSKREEK



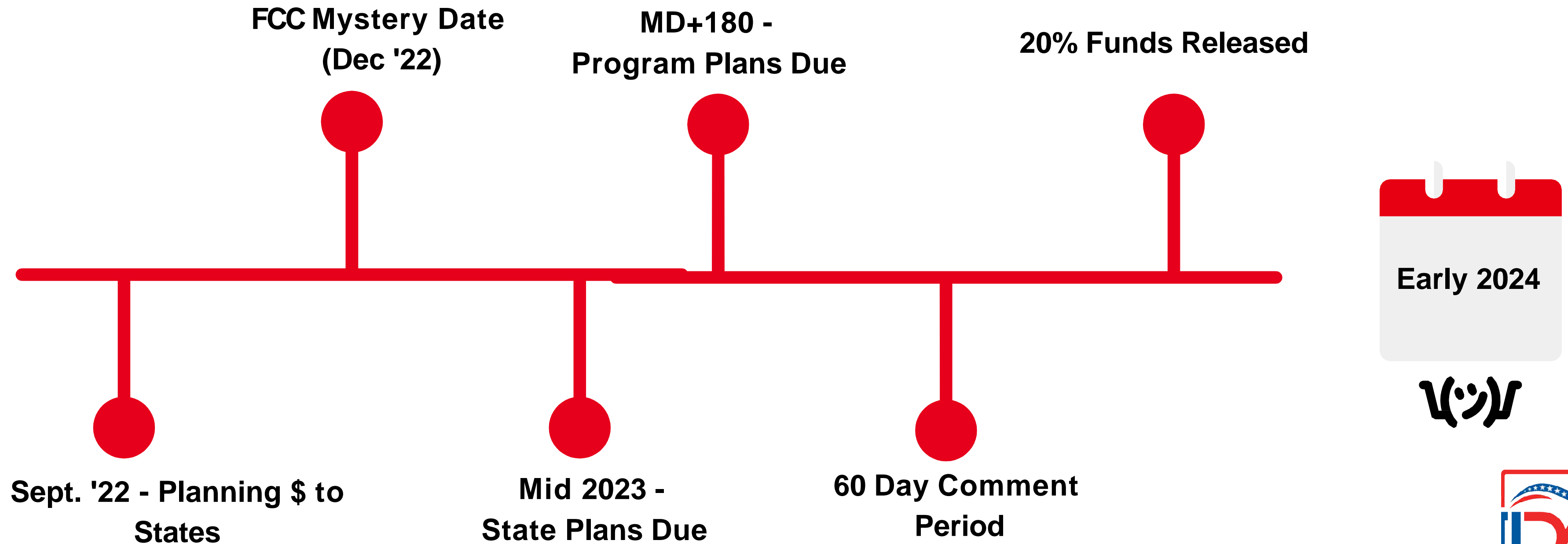
Infrastructure Investment and Jobs Act



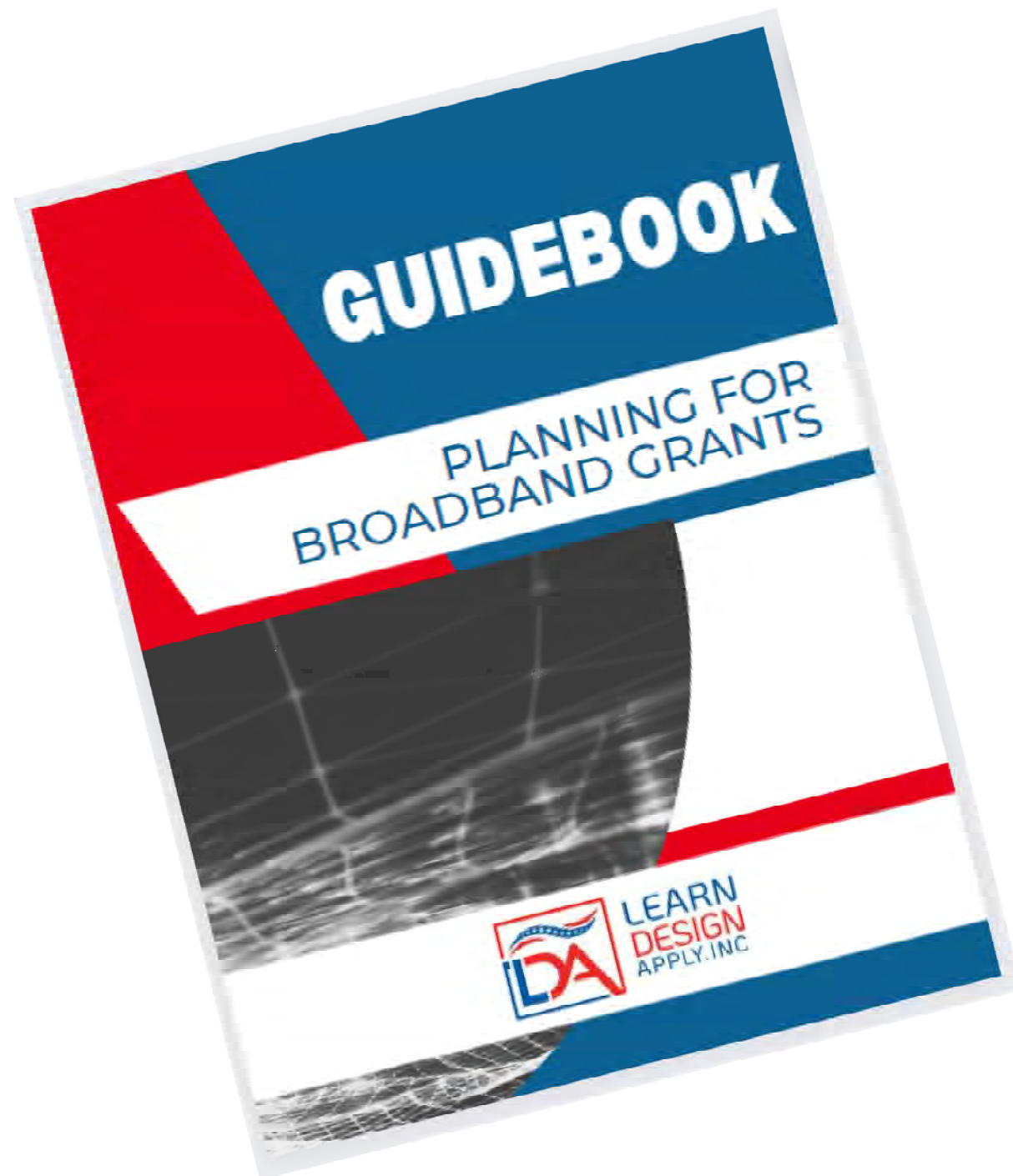
President Biden signed the Bipartisan Infrastructure Law (PL 117-58) on Nov. 15, 2021, delivering \$65 billion to ensure every American has access to high-speed Internet. This funding will be disbursed to the NTIA, the FCC, the USDA, and states (via NTIA). NTIA will receive \$48.2 billion, FCC will receive \$14.2 billion, and USDA will receive \$2 billion.

What is BEAD and when will I see it?

Funds that came from the IIJA that will be distributed to states & territories.
States will develop competitive grant programs to distribute their funds.



Getting Started



What is Broadband?

Broadband has quickly become a modern day utility. It is essential for many activities, from remote work to online banking. But what is it exactly? The Federal Communications Commission (FCC) describes broadband as high-speed internet access that is always on and faster than the traditional dial-up access. Broadband includes several high-speed transmission technologies:

- ▶ **Digital Subscriber Line (DSL):** DSL is a wireline transmission technology that transmits data over traditional copper telephone lines already installed to homes and businesses. The availability and speed of your DSL service may depend on the distance from your home or business to the closest telephone company facility.
- ▶ **Cable Modem:** Cable modem service enables cable operators to provide broadband using the same coaxial cables that deliver pictures and sound to your TV set. Most cable modems are external devices that have two connections: one to the cable wall outlet, the other to a computer. They provide transmission speeds of 1.5 Mbps or more.
- ▶ **Fiber:** Fiber optic technology converts electrical signals carrying data to light and sends the light through transparent glass fibers about the diameter of a human hair. Fiber transmits data at speeds far exceeding current DSL or cable modem speeds, typically by tens or even hundreds of Mbps.
- ▶ **Wireless:** Wireless broadband connects a home or business to the internet using a radio link between the customer's location and the service provider's facility. Wireless broadband internet access services offered over fixed networks allow consumers to access the internet from a fixed point while stationary and often require a direct line-of-sight between the wireless transmitter and receiver.
- ▶ **Satellite:** Just as satellites orbiting the earth provide necessary links for telephone and television service, they can also provide links for broadband. Satellite broadband is another form of wireless broadband and is also useful for serving remote or sparsely populated areas. Downstream and upstream speeds for satellite broadband depend on several factors, including the provider and service package purchased, the consumer's line of sight to the orbiting satellite, and the weather.

Federal Funding Breakdown

	USDA	NTIA	OTHER
Broadband Planning	• Rural Business Development Program	• Tribal Connectivity Program	• Appalachian Regional Commission (ARC) EDA Planning Program
Broadband Deployment	• ReConnect Program • Community Connect Program	• Middle Mile Grant Program • Tribal Connectivity Program • Broadband Infrastructure Program	• ARC EDA Public Works program • HUD Community Development Block Grant (CDBG)
Broadband Affordability	• Community Connect Program	• Tribal Connectivity Program	• FCC Affordable Connectivity Program (ACP)
Broadband Devices	• RUS Distance Learning & Telemedicine Program	• Digital Equity Competitive Program • Tribal Connectivity Program	• FCC ACP (Account) Development Block Grant • HUD Community Development Block Grant
Digital Skills	• RUS Distance Learning & Telemedicine Program	• Digital Equity Competitive Program • Tribal Connectivity Program	• HUD Community Development Block Grant

Notes:
The table includes programs that were approved within the Consolidated Appropriations Act 2021, CARES Act 2021, American Rescue Plan Act 2021, Infrastructure Investment and Jobs Act 2021, and the Bipartisan Infrastructure Law 2022. Some may not receive additional funding in coming years. Subscribe to funding newsletters to monitor the action.



Top Tips

01.

Community Engagement

Engaging community members and key stakeholders is critical in broadband grants. Showing buy-in from locals and elected officials will be key in a successful application. Be sure to demonstrate this.

02.

Partnerships

Having the right partners is important for not only for a competitive grant, but for the success of a project. Collaborate with neighboring towns or local organizations, and make sure you have a strong engineering firm partner.

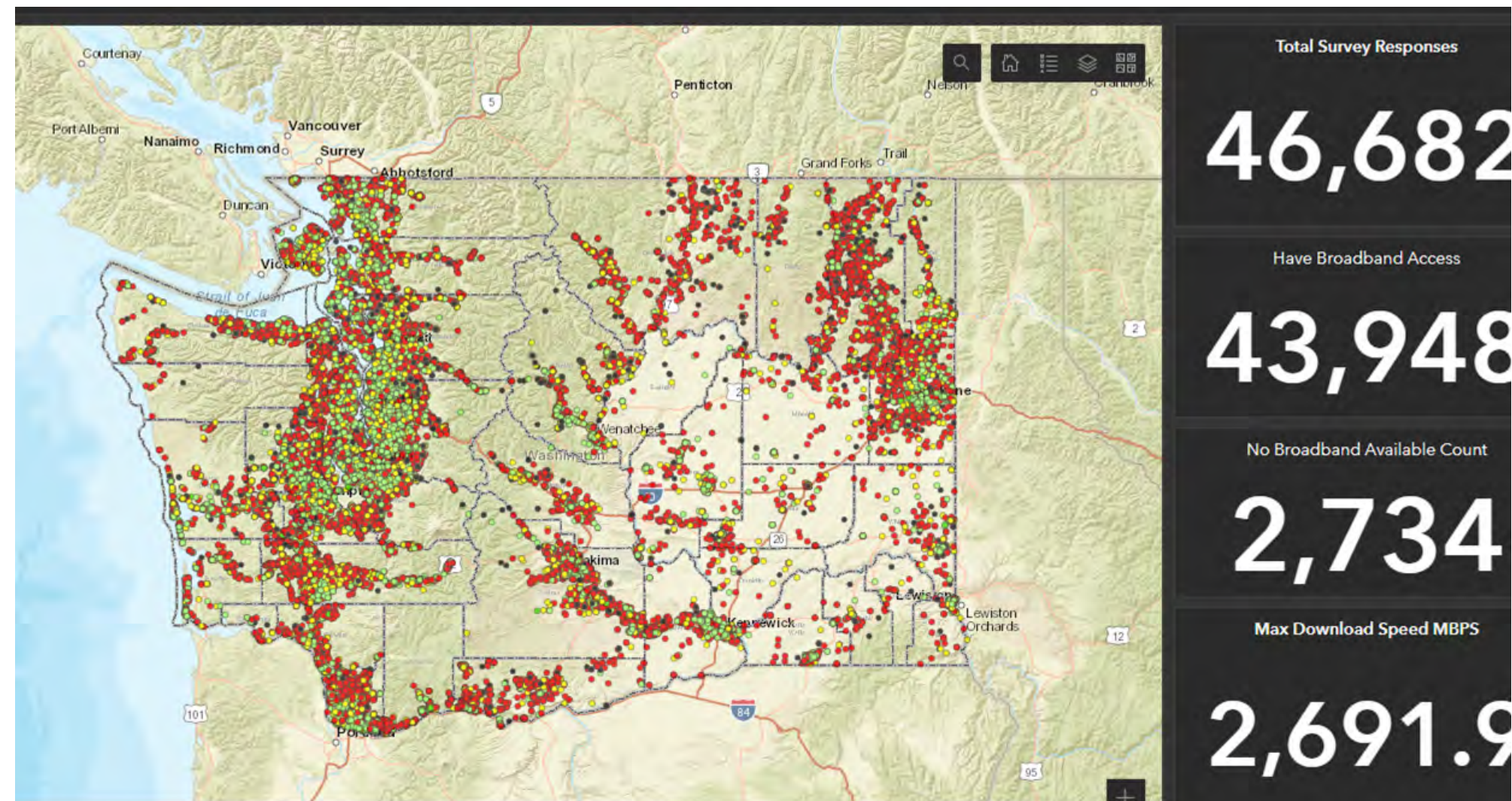
03.

Prepare

Start now. Be as close to 'shovel ready' as possible. This doesn't just mean engineering, it applies to financial preparedness too. Grantors are looking to see organizations that are fiscally responsible. Have your audits ready and your finance team on board.

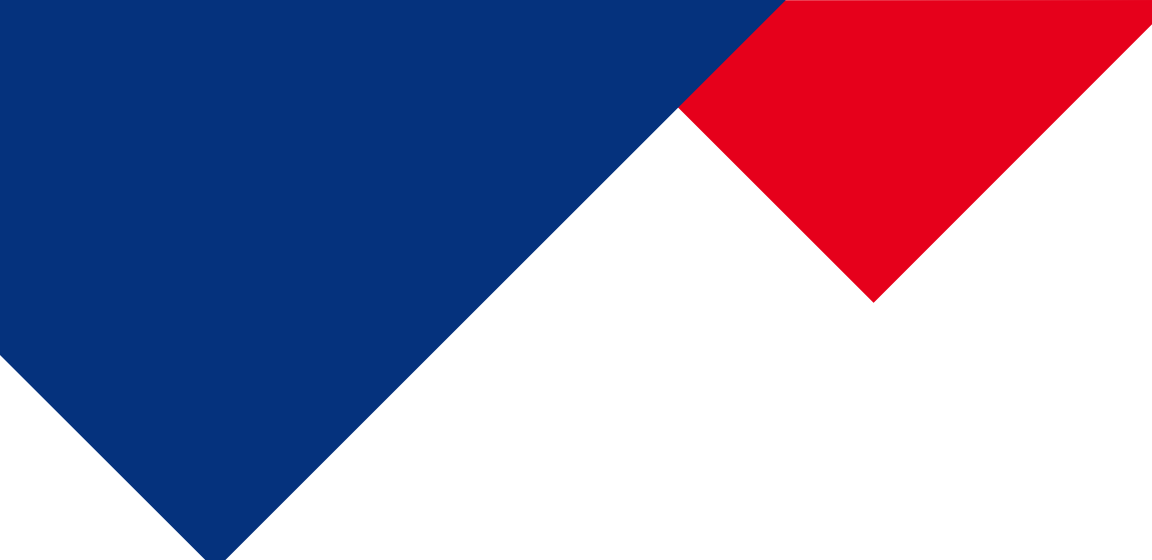
Take Action: Mapping & Speed Tests

- Treasury Ruling: Unserved and underserved are households that do not receive 25 Mbps down/3 Mbps up from wireline connections.
- NTIA Ruling: Unserved are households that do not receive 25/3 Mbps, underserved are households that do not receive between 25/3 Mbps and 100/20 Mbps.
- USDA Ruling: Sufficient access is access to 100/20 Mbps



www.commerce.wa.gov/speedtestsurvey





So, you're
about to write
a broadband
grant...



#1 – Read the Fine Print

- End pages have details that can benefit your application
- Footnotes contain clues about expectations
- Rules can be in unexpected places
- Wording can guide your narrative



#2 – Remember Your Audience

- Drastic increase in funding means more reviewers with less industry knowledge

We have secured a 10 Gbps optical transport layer -2 ethernet connection from Beta Company at the colocation facility that leaves their network at the Bank Center, where the traffic will then traverse our Layer 3 Core Router to an existing direct internet access circuit provided by Beta. The GPON will use single mode fiber with C++ optics and a loss budget of -32 db.



#3 – Paint a Picture

- Don't state statistics

The 2019 fire burned 72 homes in the area.

Versus

The devastating 2019 fire destroyed 72 homes in the area, causing millions of dollars in damage and displacing 50 families.

- Use active verbs and adjectives



#4 – Offer Clarity

- Make your narrative flow logically
- Use consistent terminology
- Include all steps of your project
- Take a break



#5 – Edit, then Edit Again

- Do both a substantive review and grammatical review
- Utilize technology tools
- Use members of your team and other departments
- Take a break



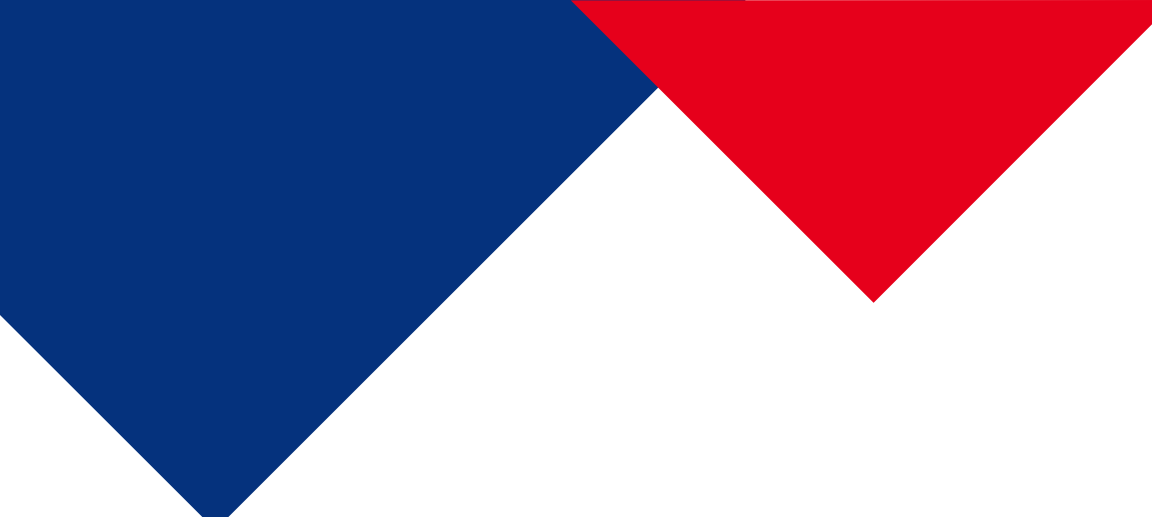


Consideration Points

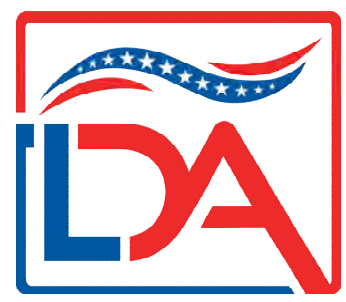
Financials

- Audited Financial Statements
- Proforma Financials
- Details, details, details
- Matching





You wrote a
broadband grant.



Okay, but where's the money?



State Grants

ARPA
CPF
State Legislature



Other Federal Grants

USDA
NTIA
EDA



Sneaky Grants

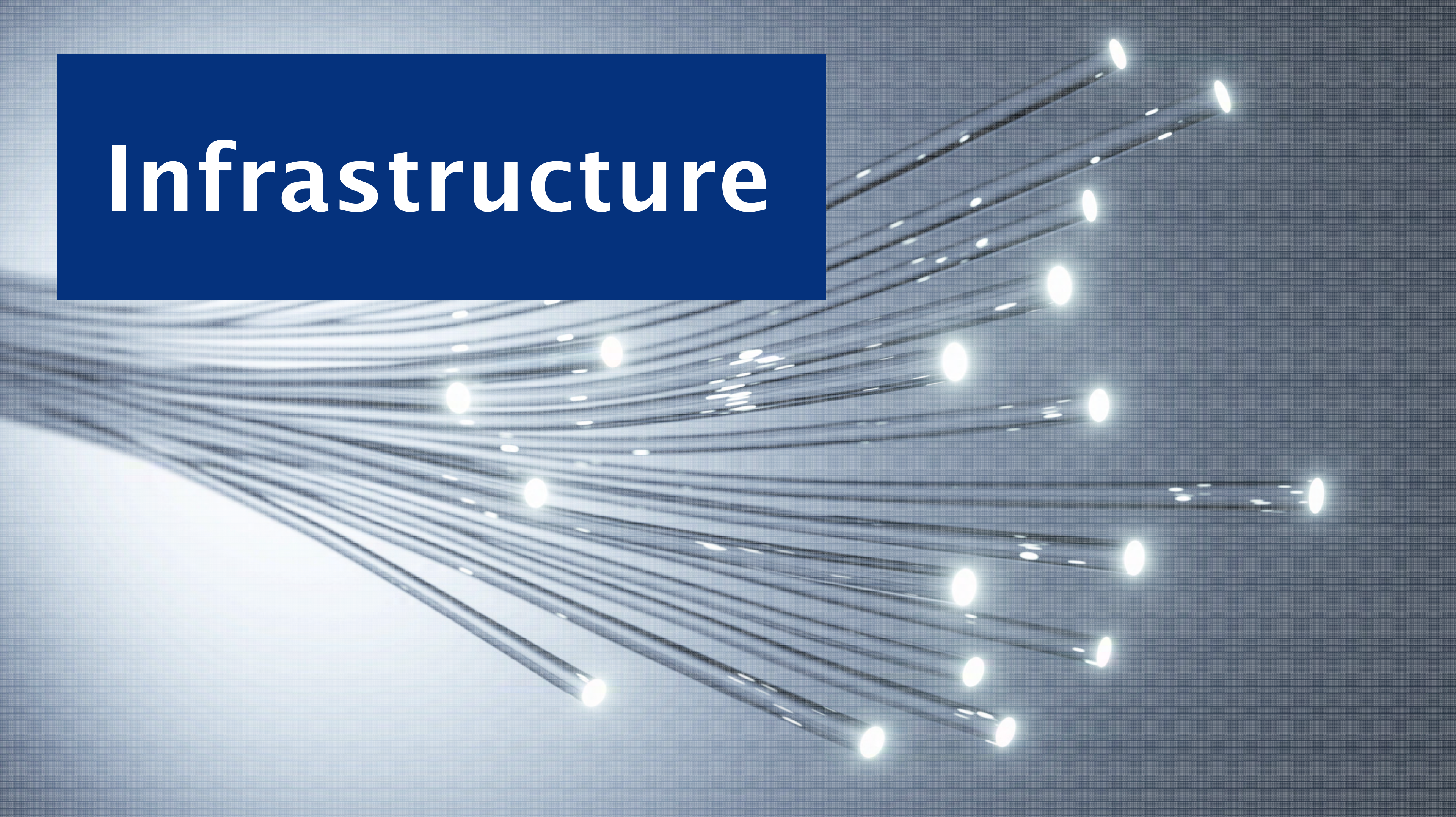
HUD
Regional
(ARC, DRA, NBRC, Alaska)

Subscribe

Agency websites
Broadband Forums



Infrastructure



NTIA Tribal Broadband Connectivity Program 2



- **Program Purpose:** To bring high-speed internet to tribal lands. The goal of these programs is to promote the meaningful adoption and use of broadband services, and supports telehealth, distance learning, affordability, and digital inclusion activities.

- **Total Funding:** \$1 billion

- **Match:** None

- **Max Request:** \$50 million infrastructure, \$2.5 million adoption

- **Uses:** Broadband infrastructure builds, broadband adoption activities, workforce development, hybrid projects.

- **Notes:**

NTIA is looking to waive the buy America restriction

Uncertain on equitable distribution



USDA Community Connect Grant Program



- **Program Purpose:** To assist the build of broadband networks that provide service on a community-oriented connectivity basis in rural areas.

- **Total Funding:** Estimate \$35 million

- **Max Request:** Anticipate \$3 million

- **Match:** 15%

- **Uses:** Construction, leasing of facilities

- **Special Notes:** (anticipated)

 - Must be a partner to provide retail service

 - Must have an anchor institution that is served and offers service (can be built)

 - Must provide free service for 2 years to essential community facilities



WSBO Infrastructure Acceleration Grant Program



- **Program Purpose:** Construct Last Mile Infrastructure to unserved and underserved areas
- **Total Funding:** \$122 million – TBD for applicants
- **Anticipated Release:** November 2022
- **Max Request:** \$25 million
- **Match:** 10% Match requirement
- **Uses:** Construction & equipment, 5% for pre-construction activities
- **Notes:** Emphasis on connecting community anchor institutions, emphasis on partnerships, emphasis on serving unserved communities



Cybersecurity

A close-up, high-angle view of a computer keyboard. The keys are dark, and the focus is on the keys in the foreground. A blue rectangular box is overlaid on the top left of the image, containing the word "Cybersecurity" in white, bold, sans-serif font. The background is slightly blurred, showing more of the keyboard and the desk surface.

DHS State and Local Cybersecurity Grant Program



- **Program Purpose:** funds to assist state, local, and tribal governments to address cybersecurity threats and risks.
- **Total Funding:** \$200M FY '22, \$400M FY '23, \$300M FY '24, \$100M FY '25
- **Match:** Increasing each year, starting at 20%
- **Rules:** 80% must go to local governments
- **Emphasized Projects:** (anticipated)
 - Infrastructure
 - IRP Readiness
 - Monitoring
 - Training



Other IJA Funded Cybersecurity Programs



- **Rural and Municipal Utility Advanced Cybersecurity Grant & Technical Assistance:** funds to electric utility providers to prevent, respond to, and recover from cybersecurity attacks. \$250M, open Q4 of '22
- **Cyber Response and Recovery Fund:** funds to recover from cyber attack. Available after emergency declaration from DHS to affected state, local, tribal governments & private as determined. \$100M with \$20M in '22



Digital Equity



Winter 2022



USDA DLT

Discretionary program that allows rural communities to purchase telecommunications equipment to overcome effects of remoteness.

\$62 M

Spring 2024



NTIA State Digital Equity

Formula grant program that allows states to create and fund a grant program for five years to support digital equity projects and digital equity plans.

\$1.44 B

Spring 2024



NTIA Competitive Digital Equity

Discretionary program open to a wide variety of applicants, allowing annual funding of programs for five years to support digital equity projects.

\$1.25 B



Questions?



Lessons Learned

- Two weeks out is too late to start
- There is such a thing as too big a team
- Your narrative can be too long
- Be prepared to drop everything





Contact Us



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www.learndesignapply.com

