

**The Headwaters Fund
2011-12 Grant Fund Application
COVERSHEET**

For Office Use Only

App. #:
Org. #:

Date of application: October 3, 2011

Organization Name: **Access Humboldt**

Address: P.O. Box 157, eureka, CA 95502

Telephone: 707-476-1798 Fax: 707-476-1702 Email: admin@accesshumboldt.net

Executive Director: Sean McLaughlin

Organization Type: Nonprofit type: 501C3

Total current year organizational budget: \$420,000 # of FTE employees: 7

Organization's mission: Local Voices through Community Media
<http://accesshumboldt.net/site/mission-vision>

Project title: **Broadband Policy Project**

Amount requested: \$10,000 Total project cost: \$30,000

Period covered: 1/1/2012 to 12/31/2012

Total match amount: \$20,000 Match amount as % of project budget: 66%
(Required 50% match for implementation, 25% for planning or technical assistance)

Cash match: \$20,000 In-kind match \$0

Cash match as % of project budget 66%

(Required: 25% for implementation, 12% for planning or technical assistance)

Type of project:

Geographic focus of project: Humboldt County

Contact person name and title: Sean McLaughlin, Executive Director

Phone: (dir) 707-476-2873 (cell) 707-616-2381 Email: sean@accesshumboldt.net

ACCESS HUMBOLDT Response to NARRATIVE QUESTIONS For Broadband Policy Project

1) Summary of project/grant request (50 words maximum).

The Broadband Policy Project (BPP) of Access Humboldt informs public policy by engaging research, education, public sector and private business leaders who are actively developing and building local, sustainable broadband media networks, digital literacy, media education, workforce development and related broadband adoption efforts.

2) Describe the project including project goals. Include a scope of work which describes the methods that will be used to achieve the goals, timeline, and description of relationships with other programs or projects. Describe cross-sector and private industry support for and involvement in the project. (500 words maximum)

The Broadband Policy Project is an ongoing effort of Access Humboldt that aligns with the core mission, vision and goals of our organization. BPP works to inform public policy by engaging research, education, public sector and private business leaders in innovative programs and initiatives such as the Digital Redwoods initiative (<http://digitalredwoods.net>) and Generation ZeroDivide project (http://www.zerodivide.org/btop_0) – two companion efforts that support infrastructure deployment and sustainable adoption for community broadband services.

Access Humboldt's Vision Statement <http://accesshumboldt.net/site/mission-vision> concludes:

"North Coast residents are among the most media literate people in the world - sharing new ideas and advanced methods to empower local voices for significant positive impact on society."

Our Broadband Policy Project uses real world experience and on-the-ground innovation to inform development of local, state, tribal and federal policies that help make this vision possible.

Access Humboldt's Strategic Plan (<http://accesshumboldt.net/site/strategic-plan-2008-2010>) includes among Outreach & Advocacy goals: "Access Humboldt will advocate for community media and broadband infrastructure."

Strategies to accomplish this goal include:

- Inform public policy deliberations of local, State, tribal and federal jurisdictions;
- convene open stakeholder discussions of regulatory policy governing broadband media; and,
- articulate policy principles for advocacy of community needs and public interests - esp. Localism.

The Broadband Policy Project is an essential part of our long term efforts to:

1. Support innovative broadband media production, archiving and distribution.
2. Advance development of local broadband networks for Humboldt County.
3. Inform public advocacy efforts with local, regional and national perspectives.
4. Promote local adoption of broadband solutions for least served communities.

Scope of Work:

The Broadband Policy Project will focus on informing public policy making with local, regional and national perspectives.

BPP will support participation of Access Humboldt with National, State and regional policy making by helping to cover expenses related to travel, conference fees and time spent by our executive director.

Activities include ongoing collaboration with:

- California Broadband Policy Network <http://californiabroadband.org/> (steering cte.)
- Media and Democracy Coalition <http://www.media-democracy.net/> (voting member)
- National Association of Telecommunications Officers and Advisers <http://natoa.org/> (policy cte.)
- Rural Broadband Policy Group <http://www.ruralstrategies.org/rural-broadband-policy-group> (steering cte.)
- Schools Health & Libraries Broadband Coalition <http://shlbc.org/> (management cte.)

Access Humboldt also participates in public proceedings – including:

- Humboldt County - General Plan, Telecommunications Element
- California Broadband Council – <http://broadbandcouncil.ca.gov/>
- California Public Utilities Commission – California Teleconnect Fund Admin Cte.
- Federal Communications Commission, and other Federal agencies.

Access Humboldt serves as the lead agency for Humboldt County's broadband efforts, including participation in the Redwood Coast Region Broadband Consortium – which has applied for a California Advanced Services Fund (CASF) grant (<http://accesshumboldt.net/site/access-humboldt-joins-redwood-coast-regional-broadband-consortium>).

Timeline – This request proposes to support the Broadband Policy Project for calendar year 2012.

3) Identify how the project will work to further economic development in Humboldt County and lead to job creation. (275 word maximum)

By informing public policies that support community broadband and media access, the Broadband Policy Project will enhance economic development efforts to build robust information and communications technology and to advance sustainable adoption of broadband networks and related applications.

4) If the project will directly create jobs, describe how many, whether the jobs are at or above the median wage level, and what kinds of jobs they are. (75 word max)

N/A

5) If appropriate, explain how the project will provide environmental benefits in one or more of the categories listed below. (200 word maximum)

N/A

6) Explain how the project contributes to the quality of life for Humboldt County residents in any of the categories listed below. (275 word maximum)

Broadband Policy Project will further build leadership of Humboldt County in the national development of policies to advance community broadband and media access.

Through efforts of the Broadband Policy Project, broadband deployment and adoption work in Humboldt County will be improved and gain more national recognition. For example, our Digital Redwoods initiative (<http://digitalredwoods.net>) is an award winning model largely due to the innovative policy engagement that made it possible.

<http://accesshumboldt.net/site/community-broadband-award-digital-redwoods-initiative>

7) Explain the qualifications the organization, staff and project partners bring to the project. Outline key staff and partners including their qualifications. (100 word maximum)

Access Humboldt is an award winning community based non-profit organization created in 2006 by Humboldt County and the Cities of Eureka, Arcata, Fortuna, Rio Dell, Ferndale and Blue Lake to develop broadband media resources for public, education and government interests purposes.

For more information: <http://accesshumboldt.net/site/about-us>

Lead project staff is our executive director, Sean McLaughlin – bio is online <http://accesshumboldt.net/site/sean-mclaughlin-short-bio>

8) Describe the work which has already been done to ensure that this project will be a success (i.e. prior research, planning or permitting). (175 word maximum)

This is an ongoing project, originally launched with funding from ZeroDivide in 2008. <http://accesshumboldt.net/site/zerodivide-funds-broadband-policy-project>

9) Describe the outcomes expected from the project. Quantify the outcomes where possible and explain how the outcomes were calculated. Include a calculation of how many and who will benefit from the project. Please be specific and state assumptions. (275 word maximum)

Through this project, Access Humboldt will attend (at least five) more policy conferences, meetings and public policy proceedings, representing Humboldt County and local community interests. For example, meetings of the California Broadband Council in Sacramento and the Schools Health & Libraries Broadband Coalition in Washington, DC.

Information and perspective gathered from these meetings will be shared with local industry leaders and policy makers, informing local efforts to develop innovative broadband networks and adoption programs.

10) What will be the change in the community if the project has succeeded? (275 words maximum)

Accelerated innovation both in design of broadband projects and in development of local policies to advance the deployment and adoption of broadband for least served communities in Humboldt County.

11) What are the risks and challenges to successful implementation of the project? What are you doing to mitigate that risk? (275 word maximum)

Risks are small and minimized by the short timeline of this funding request – most of this effort is being carried by Access Humboldt with other resources.

12) How will the project be sustained after the grant? (140 word maximum)

As local efforts attain more national recognition, the prospects for funding from national organizations increases. For example, New America Foundation adopted our executive director as a Knight Media Policy Fellow and has funded travel and conference participation in the past.

13) What would happen to the project if you did not receive Headwaters Funding? (135 word maximum)

The Project will be scaled back and efforts will be reduced.

ATTACHMENTS

Project budget

Governance - List of board of directors.

Support Letter – Humboldt County BoS Chair to CA Broadband Council

IRS tax status certification

Organizational financial statement – August 2011

Annual operating budget

PROJECT BUDGET - Access Humboldt: Broadband Policy Project

Project Expense Item	Total Cost (\$)	Requested Amount from Headwaters Grant Fund	Amount from Matching Funds	Source of Matching Funds
Direct Salaries & Wages				
Staff 1: Sean McLaughlin (FTE)	20,000	5,000	15,000	ZeroDivide – Received CASF – App. Pending
Sub-total: all Direct Salaries & Wages				
Benefits & Payroll Taxes				
Consultant & professional fees (specify)				
Travel (Conferences and public proceedings at DC, Sacramento, San Francisco, etc.)	10,000	5,000	5,000	Access Humboldt - Committed ZeroDivide – Received
Equipment (specify)				
Overhead- non-staff related				
Overhead- staff related (breakdown by individual position; include payroll taxes and fringe benefits)				
All Overhead Costs as % of Total Project Cost				
Total Project Cost	30,000	10,000	20,000	

Access Humboldt
Board of Directors 2010-2011

Officers

Cheryl Nicholson, Chair
City of Fortuna, Asst City Manager
Mayors' Select Committee designee¹

Harold Horne, Vice-chair
IT Consultant
Elected (term ends 2011)

Peg Gardner, Secretary
Humboldt Co Office of Education (HCOE) librarian – RETIRED
League of Women Voters designee

Maura Eastman, Treasurer
RCAA Youth Service Bureau, Director
Elected (term ends 2013)

Members

Cathy Dickerson
Hum Co Office of Ed, Resource Center Manager
Humboldt County Office of Education designee

Barbara Groom
Lost Coast Brewery, Owner,
Elected (term ends 2011)

Jan Kraepelien
City of Arcata, Communication Specialist,
Elected (term ends 2012)

Libby Maynard
The Ink People Center for the Arts, Executive Director,
Elected (term ends 2013)

Leigh Pierre-Oetker
McLean Foundation, Executive Director,
Northern California Association of Nonprofits (NorCAN) designee

Armeda Reitzel
Humboldt State University (HSU), Professor of Communications,
HSU designee

¹ Designations are for one year terms (up to six years)

² Appointments are for one year terms (up to six years)

Don Smullin
St Vincent de Paul, Executive Director
Appointed by Board to fill a mid-term Elected position (term ends 2012)

Steve Stratton
College of the Redwoods, IT Manager
CR designee

Victor Zazueta
County of Humboldt, Director of Library Services
County of Humboldt designee

Vacant
Eureka City Schools designee

¹ Designations are for one year terms (up to six years)
² Appointments are for one year terms (up to six years)

Access Humboldt

2011 Budget

Approved 12.7.2010

Accnt. #	Account Description	2011 Approved	Notes
	Income		
400.00	PEG Access Grant	200,000	
401.00	Other grants	48,000	Zero Divide GenZD (1/3 of 3 year grant)
410.00	Production Services		
410.10	Govt meeting coverage	30,000	
410.20	Production Services - other	750	Dubbing & program copies
410.30	Equipment rental	1,000	Equipment rentals
410.40	Programming Production	15,000	
412.00	Class Fees	4,000	Field & studio certifications (staff instructor)
415.00	Technical Services		
415.05	Technical Support	1,500	live streaming? Govt upgrades
415.10	Contract services	50	Community Media Archive, etc
420.00	Consulting Services		
420.10	Franchise oversight/compliance	36,000	Suddenlink, Almega , Wave
420.20	Digital Pathways	0	
420.20	Humboldt Film & Digital Media Commission	1,000	resource directory
420.20	Trainings & Classes	5,000	incl Orick Project
425.00	Retail Sales	400	t-shirts, etc.
430.00	Membership		
430.10	Individual membership	3,750	
430.20	Organizational membership	2,500	
450.10	Unrestricted Donations	7,500	2010 incl. \$1610 RSM
450.15	Restricted Donations	0	
450.20	Fund Raising Events	7,500	
450.22	Sponsorships/underwriting	7,500	
450.25	In-Kind donations	0	accounting, event support
700.00	Interest Income	1,000	
		372,450	
	Expenses		
600.00	Accounting	9,000	outside bookkeeper
600.50	In Kind Accounting	0	
605.00	Advertising	750	
605.10	In Kind Advertising	0	
610.00	Automobile Expense		
610.10	Automobile Expense: mileage reimbursement	500	Staff mileage reimbursement
610.20	Automobile Expense: fuel	250	
610.30	Automobile Expense: vehicle rental	1,000	
618.10	Liability Insurance	4,200	due annually in October
618.15	Workers Compensation	5,536	
618.20	Health Insurance	14,183	5 employees
620.00	Dues & Subscriptions	2,500	
622.00	Freight & Postage	1,300	
625.00	Rent	1	City of Eureka: muni-hub
630.00	Repairs & Maintenance	800	
635.00	Telecom		
635.10	Internet Service	2,000	101Netlink & Suddenlink
635.20	Telephone	2,200	US Cellular
635.30	website hosting	325	Amazon
636.00	Salaries & Wages	302,557	
638.00	Payroll Taxes (10%)	30,256	
639.00	Utilities		
639.10	CMC electricity	4,000	
639.20	Muni-hub propane & PGE	360	est \$30/mo

Access Humboldt

2011 Budget

Approved 12.7.2010

Accnt. #	Account Description	2011 Approved	Notes
640.00	Travel		
640.10	Staff travel	500	DASC to Detroit; 2011 ACM-West in San Jo
640.20	Board travel	0	
640.30	Travel meals	200	
640.40	Staff lodging	500	
641.10	Staff Recognition (Meals & Entertainment)	500	
641.20	Volunteer Recognition (Board Meals & Entertainment)	500	
642.00	Professional Development		
642.10	Prof Dev Staff	1,800	
642.20	Prof Dev Board	400	
643.00	Membership expenses	100	
650.00	Employee Benefits		
650.20	Health Savings Accounts	10,500	5 employees
654.00	Operating Expenses		
654.10	Other	1,500	
654.20	satellite	420	
655.00	Office Supplies	2,200	
656.00	Production Supplies	1,000	
657.00	Employee Recruitment	0	
658.00	Engineering Tools & Supplies	1,200	
658.10	Reimbursable Upgrade Supplies	0	
665.00	Fund Development	5,100	
675.10	Outside Services: Legal Services	1,000	
675.20	Outside Services: Instructors	6,000	GenZD project - 2 hrs/day for EHS student
675.30	Outside Services: Consultants	1,500	includes franchise admin (Buske Group)
680.00	Bank Charges	200	direct deposit payroll fees per transaction
692.00	Interest Expense	0	
694.00	Penalties and Fines	50	
699.00	Over/Short	20	
802.00	Capital Equipment <\$500	3,500	
	Total expenses	420,408	
	Net Cash	-47,958	
BUDGET NOTES GENERAL			
First draft to Finance cmte in August, incl Outreach/Fund Development cmte chair			



BOARD OF SUPERVISORS

COUNTY OF HUMBOLDT

825 5TH STREET

EUREKA, CALIFORNIA 95501-1153 PHONE (707) 476-2390 FAX (707) 445-7299

February 28, 2011

California Broadband Council
Michael Peevey, President
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

RE: Introduction for Access Humboldt, representing local public, education and government interests

Dear President Peevey:

This letter introduces Access Humboldt, a community-based organization that is actively representing public, education and government interests with regard to broadband and media access for Humboldt County. Their executive director Sean McLaughlin is offering comments in federal and state proceedings, including the California Public Utilities Commission and the California Broadband Council, to help represent local interests of our region.

Access Humboldt was formed in 2006 through a lengthy community process that included several unanimous votes endorsing actions by the County of Humboldt and Cities of Eureka, Arcata, Fortuna, Rio Dell, Ferndale and Blue Lake to coordinate local regulation of cable TV operators and local management of public benefits that derive from local video service franchise authority in Humboldt County.

Access Humboldt manages essential broadband communications resources, including TV channels, dedicated fiber links and wireless network assets on behalf of our local governments, education institutions, the non-profit sector, and members of the public. They currently support local production, archiving and distribution of digital media content by, for and about our local residents. In addition, Access Humboldt supports monitoring of video franchise compliance and performance, including cable franchise fee audits for the County and Cities.

Local jurisdictions in our region have long recognized the essential need for community broadband and media access, seeking to harmonize local county, state, tribal and federal investments with those of private non-profit organizations and private commercial businesses. Locally, comprehensive community infrastructure deployment is directly coupled with sustainable adoption efforts. Such coordination helps focus resource allocations to maximize the long term benefits for our least served communities.

On January 12, 2010 the Humboldt County Board of Supervisors unanimously adopted *Resolution No. 10-05 "Conferring Authority to Proceed with Multi-jurisdictional Telecommunications Planning and Funding Opportunities."* The Resolution authorized the Board of Supervisors' Chair to approve, "*a modification of Access Humboldt's current scope of services to include consultancy for general telecommunications planning, preparation of funding applications, and management of projects for broadband deployment and adoption as the lead agency.*" Subsequently, Access Humboldt submitted federal grant applications for ARRA broadband stimulus funds – Comprehensive Community Infrastructure (CCI) and Sustainable Broadband Adoption (SBA).

Access Humboldt's CCI proposal, called Humboldt Community Access Network (HCAN), included collaboration with the County and Cities along with several Tribes, Redwoods Community College District, County Library district, Sheriff's Office of Emergency Communications and many other public agencies and community-based organizations. With support from the Headwaters Fund and the City of Eureka, Access Humboldt also supported a USDA-RUS (BIP) application by the Hoopa Tribe, called HoopaNet.

While our region did not receive ARRA funding for broadband deployment projects, Access Humboldt did manage to bring ARRA broadband stimulus funds to Humboldt County – as a sub-grantee with ZeroDivide for an SBA project called Generation ZeroDivide. This SBA grant brings critical support for digital literacy and media education efforts to our least served communities.

Access Humboldt is a community-based organization working to advance the goals and interests of Humboldt County residents, and the only local recipient of ARRA broadband stimulus funds. So, I hope that you will give their participation with the California Broadband Council your thoughtful and supportive consideration.

Sincerely,



Mark Lovelace, Chair
Board of Supervisors, County of Humboldt.

C: U.S. Representative Mike Thompson
State Senator Noreen Evans
State Assemblymember Wes Chesbro