

ACP OUTREACH GRANT PROGRAM APPLICATION TEMPLATE INSTRUCTIONS

TEMPLATE INSTRUCTIONS

The Federal Communications Commission (FCC) has established the Affordable Connectivity Outreach Grant Program (ACP Outreach Grant Program), which provides eligible partners grant funds to conduct outreach in support of the Affordable Connectivity Program (ACP). To be considered for funding, each eligible entity is required to submit the requirements listed in the ACP Outreach Grant Program Notice of Funding Opportunity (NOFO), which includes this ACP Outreach Grant Program Application Template. This template must be used by each applicant to demonstrate the eligible entity's ability to implement proposed projects that will benefit ACP-eligible households and address the grant program purpose, goals, and objectives.

Eligible entities must submit this ACP Outreach Grant Program Application Template as part of the overall application submission through Grants.gov **no later than January 9, 2023, at 11:59 p.m. Eastern Standard Time (EST)**. Eligible entities may submit up to two (2) proposed projects: One project can be used to explain outreach activities conducted by the applicants; the second proposed project must explain outreach activities that will be implemented by a subrecipient/pass-through entity, if applicable. Applicants are encouraged to adhere to the recommended funding minimum (floor) and maximum (ceiling) funding requests amounts listed in the ACP Outreach Grant Program NOFO.

Helpful Tips When Navigating the ACP Outreach Grant Program Application Template

Naming Convention When Submitting Completed Application Template:

Applications must use the following file naming convention when submitting the required Application Template:

- Governmental and Nongovernmental Entities: <State Abbreviation>_FY23_Outreach Grant_<Applicant Name>
- Tribal Nations: FY23_Outreach Grant_<Applicant Name>

Copying & Pasting in the Application Template:

Some applicants may find it helpful to begin drafting their Application Template information in Microsoft Word (MS Word) and then pasting this into the template. However, please be aware that, when copying and pasting information from MS Word into the text boxes in the template, any formatting may not carry over.

Character Count:

The data entry fields included in this Application Template allow for the maximum number of characters noted for that section, including spaces. Once that limit has been reached, users will not be able to include any additional text.

Spell Check:

It is suggested that applicants use MS Word to ensure that the entered information is spelled correctly. To use Spell Check in MS Word (2007 or newer):

- Click on the [Review] menu
- Select [Spelling & Grammar] and all spelling issues will be displayed.

BUDGET NARRATIVE INSTRUCTIONS

All applications must have a detailed budget narrative explaining and justifying the federal and the non-federal expenditures by object class category as listed on SF-424A for Non-Construction Awards and the ACP Outreach Grant Program Application Template. For clarification and simplicity, it is best to discuss each expense by object class in the order that they appear on the SF-424A. Include detailed descriptions, breakdown of all cost justifications, and computation method (see instructions below). Additionally, provide any cost share or cost match funds in the same level of detail as the federal funds. **The budget narrative submitted with the application must match the dollar amounts on all required standard forms (e.g., SF-424, SF-424A).** Please explain each calculation and provide a narrative that supports each budget category (the SF-424 must equal total costs identified on the SF-424A form, which must match the budget narrative in this ACP Outreach Grant Program Application Template). **As a reminder, Equipment and Construction are not allowable under the ACP Outreach Grant Program.** Costs proposed to the FCC must be reasonable, allowable, allocable, and necessary to the supported activity. Please refer to FY 2023 ACP Outreach Grant Program NOFO and 2 CFR §200 for applicable administrative requirements and cost principles.

Cost Share or Match (Optional)

There is no cost share or match requirements as part of the FY 2023 ACP Outreach Grant Program. However, applicants that propose a cost match or cost share may have a priority consideration, in the event of a tie, when making funding determinations. If an applicant elects cost sharing or matching, the applicant must comply with 2 CFR 200.306.

Enter total of non-federal share (\$) in the Bonus – Priorities section, including the requested narrative.

“Cost Sharing and Matching” Narrative: Please provide description of the funding/resources whether cash or in-kind contributions, or other sources. Provide a detailed breakdown describing each line-item expense, showing matching contributions.

Personnel:

Include costs for only key personnel employed by your organization. Do not include the personnel costs of consultants, contractors and subrecipients under this category. Include salary and wages broken out by each position, name, hourly rate, number of hours, number of staff, annual salary, percentage (%) of time (Do Not Exceed 100%). Salaries for indirect or Facilities and Administrative (F&A) administrative and clerical staff are excluded. Then, enter total Personnel Costs (\$) in this line item.

“Personnel” Narrative: Please provide salary and computation methods for all staff that will be paid. Must comply 2 CFR §200.430; 45 CFR §75.430.

Fringe Benefits:

Provide each fringe benefits per employee. Do not combine the fringe benefit costs with direct salaries and wages in the personnel category. Include position name, total fringe rate (%) percentage, and fringe benefit base amount.

“Fringe Benefits” Narrative: Explain how the fringe benefit amount is calculated. Explain what is included in the benefit package. Please provide each fringe benefits per employee with the percentage and amount, provide computation method. Must comply with 2 CFR §200.431; 45 CFR §75.431.

Travel:

Enter funds required for travel costs to and from planned ACP outreach and/or in-person ACP application assistance events. Should be broken out per person, number of people traveling, purpose of travel, destination, and projected travel costs per person to include airline, mileage, gas, per diem rate for meals and lodging expenses, and other related travel incidentals for all travelers which are to be described in detail. Exclude travel costs for consultants/contractors/subrecipients and registration fees for organization staff.

“Travel” Narrative: Please list details, provide breakdown, computation method. Must comply with 2 CFR §200.474; 45 CFR §75.474.

Supplies:

Include only items that cost less than \$5,000 per unit. List by supply item, unit cost of each item, number needed, and amount.

“Supplies” Narrative: Please provide a breakdown of the supply costs and computation method. Must comply with 2 CFR § 200.2, 200.314, and 200.453; 45 CFR § 75.2, 75.321, and 75.453.

Contractual:

Include name of the Organization, Consultant, Contractor, Vendor, or Subrecipient (List type of Agreement). Include description of services, deliverables, and how selection was made. Provide breakdown of the amounts in contractual cost (broken out separately in sufficient detail). Need copy of all contracts. Provide separate budget and budget justification/narrative for each subaward. Need copy of the subaward formal written agreement that specifies the roles and responsibilities.

“Contractual” Narrative: Explain all types of contractual costs in detail. You must indicate the basis for each contract cost estimate and specify the products or services to be obtained through all contracts. Provide detailed breakdown and computation method.

Must comply with 2 CFR 200.2, 200.414, 200.430 - 200.431, 200.434, 200.436, and 200.439; 45 CFR §75.2, 75.414, 75.430-75.431, 75.434, 75.436, 75.439, 75.459.

Other – Management & Administration (M&A):

In accordance with the ACP Outreach Grant Program NOFO, Other – M&A expenditures must be capped at 5% of awarded funds.

Provide a breakdown of the other costs with cost computations. Enter the total of all other costs for the selected program not listed elsewhere in the budget. Such costs, where applicable and allowed under the ACP Outreach Grant Program NOFO. Include item, number of unit items, costs per unit.

“Other – M&A” Narrative: Should be broken down by quantity/number of units and cost per unit. Provide breakdown of other costs and computation method.

Indirect Costs:

“Indirect Costs” Narrative: Provide type of rate, rate percentage, and detailed breakdown of costs.

ACP OUTREACH GRANT PROGRAM APPLICATION TEMPLATE

I. APPLICANT INFORMATION

The Applicant Information section includes information that will be used to determine eligibility and the funding requested for outreach activities. Information provided in this section must match the SF-424 submitted in Grants.gov, where applicable.

I.A. Enter the applicant's name.

Instructions (Character Limit 100): Provide the applicant's name here. As a reminder, only eligible entities may apply.

I.B. Enter the applicant's SAM.gov Unique Entity Identifier (UEI) number.

Instructions (Character Limit 12): Provide the applicant's UEI number.

I.C. Select the applicant type. Other

County Government

I.D. State if the applicant will have a subrecipient(s) / pass-through entity. Note: If yes, the applicant must complete Section IV. Project Narrative – Subrecipient(s) / Pass-Through Entity and V. Project Management and Milestones – Subrecipient(s)/Pass-Through Entity.

Instructions (Drop-down Menu): Select the correct response from the drop-down menu (i.e., Yes/No). No

1. [For Subrecipient/Pass-Through Entity Only] Provide Subrecipient(s)/pass-through entity(ies) name(s).

Instructions (Character Limit 100): Provide the subrecipient/pass-through entity's name here.

2. [For Subrecipient/Pass-Through Entity Only] Provide Subrecipient(s)/pass-through entity(ies) UEI number(s).

Instructions (Character Limit 100): Provide the subrecipient/pass-through entity's UEI number.

I.E. Identify the total amount of funding requested from each program, including the amount and percentage for management and administration (M&A) expenditures.

Instructions (Fill in Table): Complete the funding table below identifying how much funding is being requested from each program, including M&A expenditures. The applicant must be eligible for the program to receive funding. Funding requested is not guaranteed as each program is competitive. NOTE: There is a five percent maximum on M&A expenditures.

Program	Funding Request (Amount)	M&A (Amount)	M&A (Percentage)
National Competitive Outreach Program	\$	\$	%
Tribal Competitive Outreach Program	\$	\$	%
TOTAL:	\$	\$	%

I.F. Identify how the performance measures outlined in the ACP Outreach Grant Program NOFO will be achieved.

Instructions: Provide the response stating how the applicant will comply with measures listed in Section IV.B. of the ACP Outreach Grant Program NOFO in the Performance Measure table below.

Performance Measure	Intended Achievement
1. Number of outreach activities/events implemented	24
Compliance Plan	
<p><i>Clark County proposes to launch a comprehensive media and outreach campaign targeting low-income households in areas of the County with low enrollment rates, including rural, urban, Limited English Proficiency (LEP) and Tribal communities. In Clark County, 14.1% of residents live at or below the poverty level, with minorities being disproportionately impacted: American Indian/Alaska Native (25%), Black/African American (24.7%), and Hispanic/Latino (18.5%). Outreach strategies will focus on four PSAs through the County's own television station; paid media via bilingual (English/Spanish) radio announcements, billboards, and wraparound signage with QR codes on local buses; digital campaigns that will include leveraging the County's social media channels and mass text messaging campaigns; and outreach using multilingual ACP toolkit materials from the FCC that will be disseminated via county offices, such as Affordable Housing, Senior Services, and Homemaker Services, including through direct mail and in-person interactions. The County will also leverage health clinics, nonprofits, community-based and faith-based organizations, the Las Vegas-Clark County Library District (LVCCLD) and the Clark County School District. These diversified outreach methods are intended to reach the maximum number of residents who receive support services updates from the County, which include a significant proportion of the County's 2.29 million residents.</i></p>	
2. Number of individuals reached to increase awareness of the ACP	1,440,000
Compliance Plan	
<p><i>Clark County plans to maximize the number of households that have increased awareness of ACP and thereby encourage increased enrollment in the program through its array of outreach activities. The County will track viewership of paid media platforms and PSAs, reach of radio campaigns, number of clicks via QR codes on local buses, activity on social media posts, number of users reached via mass text messaging, and the number of ACP materials printed and disseminated via direct mail and shared with local entities, to measure the potential reach of its promotional strategies. The Clark County Library District will promote ACP enrollment using the ACP site as the default landing page on their public computer browsers and will track the number of ACP website clicks on a monthly basis. The number of individuals reached in person will depend on the number of residents who visit the County's 25 libraries and 380 school locations, which serve 315,000 students. The County will rely on ACP enrollment data to measure the success of its efforts. For residents seeking in-person assistance with ACP registration, The County will disseminate materials directing residents to organizations with expertise in enrollment assistance and subsidized devices, such as Human-I-T and PCs for People, as well as list the FCC's Companies Near Me search tool and ACP toll-free number on its materials and will follow up with these entities for County ACP enrollment data.</i></p>	
3. Number and type of in-person enrollment assistance events held	12
Compliance Plan	
<p><i>Clark County will focus on promoting ACP awareness through media channels and distribution of informative outreach materials that will direct residents to the ACP Support Center's toll-free number and the FCC's Companies Near Me search tool for enrollment assistance. The County will leverage any local nonprofit agencies and community-based organizations (CBOs) that may be providing in-person enrollment assistance. The County will further encourage these entities to host open enrollment events, which the County can promote and track via its own television station and direct mail campaigns. For enrollment support, the County's website and outreach materials may also direct residents to organizations such as Human-I-T and PCs for People for information about ACP registration and subsidized devices. To encourage enrollment, Clark County libraries provide access to computer devices on loan, and digital skills training on publicly accessible computers. The County's library system already leads several programs to mitigate the digital divide by working directly with individuals to increase their digital access, digital literacy, and technical support, so that they are better equipped to enroll online for the ACP. The Library has provided smartphones and 18-month plans to people experiencing homelessness in partnership with the Nevada Homeless Alliance and the Nevada Partnership for Homeless Youth.</i></p>	

II. PROJECT NARRATIVE - APPLICANT

The Project Narrative section provides detailed information on the intended geographic area that will benefit from the project, the type of outreach activities that will be developed and implemented within the period of performance using methods that will provide a meaningful impact to the community. This section is intended for the primary applicant; subrecipient/pass-through entity information must be captured under Section IV. Project Narrative – Subrecipient(s) / Pass Through Entity, if applicable.

II.A. Enter Project Name. Clark County Nevada ACP Outreach Grant

Instructions (Character Limit 100): Provide the project name here.

II.B. State if this is a new outreach effort or a continuation of an existing outreach effort (i.e., the applicant has already received or expects to receive funding from other sources).

Instructions (Select from Drop-down Menu): Select from the drop-down menu if this is a new or continuation effort. If a continuation, answer II.B.1. If new, advance to II.C. New

1. [For Continuation Only] If the applicant has already received, is receiving or expects to receive other support or funding for ACP outreach, explain why funding is needed from the ACP Outreach Grant Program.

Instructions (Character Limit 1,500): Provide the response here. State if the funding will be received during the period of performance

II.C. The ACP Outreach Grant Program NOFO includes an Ineligible Entities provision. Does the applicant fall under any of the ineligible entities criteria? If yes, provide an explanation of the relationship with the broadband service provider. No

Instructions (Select from Drop-down Menu): Select “Yes” or “No” from the drop-down menu. Then, explain the relationship with the broadband service provider (Character Limit 750). Please note that per the ACP Outreach Grant Program NOFO, “The following entities may not receive awards, either as Grantees, Pass-through Entities, or Subrecipients under the ACP Outreach Grant Program: (i) Broadband providers (including municipal broadband providers), their affiliates, subsidiaries, contractors, agents, or representatives; and (ii) Broadband industry groups and trade associations that represent broadband providers.”

II.D. Identify the amount of funding requested from each source for this project.

Instructions (Fill in Table): Each project must identify a programmatic funding source. If a project will use multiple sources of funding, separate the amounts of funding from each source.

Funding Source	Funding Request (By Project)	M&A Request (By Project)	M&A (Percentage)
National Competitive Outreach Program	\$	\$	%
Tribal Competitive Outreach Program	\$	\$	%
TOTAL:	\$	\$	%

II.E. Describe your understanding of the ACP. State how this understanding influenced the need for this project, including the outreach or application assistance needs that will be addressed with ACP Outreach Grant funds.

The ACP is the largest broadband subsidy in U.S. history, enacted by Congress via the Infrastructure Investment and Jobs Act (IIJA) and administered by the FCC. The ACP extends and modifies the Emergency Broadband Benefit (EBB) program, which Congress previously established to provide financial support for low-income households, and it may serve to complement the Lifeline program for eligible households.

The ACP provides eligible households with up to \$30/month discount for internet service (up to \$75/month discount for households on qualifying Tribal lands), and a one-time discount of up to \$100 for a laptop, desktop computer, or tablet purchased through a participating provider. President Biden's administration has worked with participating Internet Service Providers (ISPs) to offer high-speed plans for \$30 per month or less, essentially guaranteeing a free internet service for households eligible for ACP. Despite the wide-ranging eligibility for the program, the ACP is still undersubscribed nationwide. Across the Country, over 15 million Americans are enrolled in the ACP, but an additional 30+ million individuals are eligible to participate in the program.

Like the rest of the country, Clark County's residents are under-subscribed by a large margin. The County's understanding of the ACP and its benefit to low-income households is a driving factor in applying for this grant funding to support activities to increase awareness and enrollment throughout the County. The City of Las Vegas has a 37% adoption rate and 39,206 eligible unconnected households. Amongst cities, Las Vegas has an enrollment rate far below peer cities like Detroit and Baltimore. Additionally, the city of Mesquite in Clark County has a 7% adoption rate and 1,589 eligible unconnected households. The intended impact is to increase ACP participation rates throughout all the cities in Clark County, targeting rural, low-income urban, and otherwise unconnected areas like Boulder City, Southeast Clark County, Mesquite, and Northeast Clark County. Knowing that ACP is a temporary program, and that its continued congressional support is likely dependent on the success of the program in its first iteration, Clark County is committed to increasing ACP enrollment and connecting more of its residents to the internet through this program.

II.F. Provide an abstract of the proposed project and how the proposed project will increase awareness of and increase ACP enrollment for eligible households.

Clark County proposes to utilize a comprehensive media and outreach campaign targeting low-income households, particularly in areas of the County with low enrollment rates, including urban and rural areas, and Tribal communities living on and around Tribal lands. Outreach strategies will leverage Clark County's own television station for PSAs; paid media via bilingual (English/Spanish) radio announcements, billboards, and wraparound signage with QR codes on regional transit commission (RTC) buses; digital campaigns leveraging the County's social media channels and mass text messaging campaigns, and outreach using multilingual ACP toolkit materials from the FCC that will be disseminated via county offices through direct mail and in-person interactions. The County will leverage health clinics, nonprofits, community-based and faith-based organizations, the Clark County Library District, and Clark County School District. Through its outreach plan, Clark County intends to increase awareness of and enrollment in ACP, especially among communities with the highest rates of low-income, unconnected households. Clark County will direct residents requiring enrollment assistance to the toll-free number of the ACP Support Center, to the FCC's Companies Near Me tool to look up participating providers that can assist with enrollment, as well as to entities that can provide enrollment assistance, access to subsidized devices and digital skills training, such as Human-I-T and PCs for People.

II.G. Describe the intended impact of the proposed project on specific areas, households, or individuals to raise awareness and/or increase ACP enrollment.

Instructions (Fill in Table): Describe the intended impact of the proposed project on specific areas, households, or individuals to raise awareness and/or increase ACP enrollment.

Intended Impact Area: Geographic Areas

Although Clark County is well known as the home of Las Vegas, the County also contains a large proportion of rural and Tribal areas that have suffered from historic underinvestment in broadband access and digital literacy programs. There are two Tribal reservations and five incorporated cities within the county including Moapa Band of Paiutes, Las Vegas Paiute Tribe, Boulder City, Henderson, Las Vegas, North Las Vegas, and Mesquite. According to the Nevada Rural Housing Authority, "Clark County accounts for approximately 69.7% of the state's resident population, while accounting for an estimated 12.3% of the state's rural population." The rural areas consist of Boulder City and Southeast Clark County, Mesquite and Northeast Clark County. Clark County's rural areas currently lack broadband competition and have historically lower levels of broadband adoption. The County hopes to change that through its targeted outreach activities to increase ACP awareness, especially among covered populations within the County.

Intended Impact Area: Constituency Groups

As of the most recent U.S. Census, only 87.4% of households had a broadband internet subscription between 2017-2021. With this digital divide in mind, Clark County intends to focus its ACP outreach efforts on the County's most vulnerable constituency groups. The County will target its outreach efforts toward covered populations in largely unconnected areas of the County, including low-income, elderly, disabled, Tribal, and rural residents, as well as residents with limited English proficiency. Specifically, Clark County is home to two federally recognized Tribes that are geographically located within the County: the Moapa Band of Paiutes and the Las Vegas Paiute Tribe. Clark County is also home to a large fraction of elderly residents, with 15.4% of residents over the age of 65. As elderly residents are some of the least digitally literate members of the population, Clark County is committed to targeting components of its awareness campaign toward elderly individuals.

Intended Impact Area: Households/Individuals

Clark County is home to 809,026 households and roughly 2.3 million individuals. The ACP Outreach Campaign proposed by the County is intended to reach most of the County's residents and households through the two-year project performance period. With a median household income of \$48,045, Clark County households lag the national median household income of \$70,784, which is even more dire for Tribal households. Therefore, the County's low-income residents will certainly benefit from the broadband subsidy offered by the ACP. Workforce development, remote learning, and telehealth are all pressing needs for the County's low-income individuals, and the lack of broadband access prevents many Clark County residents from overcoming the wealth and education gaps they persistently face.

Intended Impact Area: Communities with Low ACP Participation Rates

As of January 2, 2023, the state of Nevada has 493,948 ACP eligible households and 169,410 total households enrolled in ACP. Across the State, 99 ISPs are participating in the ACP program, covering most of the state, but only 34% of eligible residents in the State have enrolled in ACP. In Clark County, specifically, 125,920 households have enrolled in ACP as of November 2022. The City of Las Vegas has a 37% adoption rate and 39,206 eligible unconnected households. Additionally, the city of Mesquite in Clark County has a 7% adoption rate and 1,589 eligible unconnected households. The intended impact is to increase ACP participation rates throughout all the cities in Clark County, targeting rural and unconnected areas like Boulder City and Southeast Clark County, Mesquite and Northeast Clark County, as well as Tribal communities.

II.H. Describe how the proposed project meets the Program Objectives.

Instructions: Describe how the proposed project addresses the ACP Outreach Grant Program Objectives listed in Section IV.B. of the ACP Outreach Grant Program NOFO.

1. Program Objective: Expand and support diverse and impactful outreach efforts nationwide.

By leveraging the FCC’s extensive toolkit of multilingual outreach materials, Clark County will focus on diverse and impactful outreach efforts targeting covered populations and unconnected eligible households, including Tribal communities and communities with limited English proficiency. The diversity of efforts will include bilingual paid media and digital campaigns, direct mail, and multilingual printed outreach materials that will be widely disseminated through the County’s own departments as well as via local nonprofit entities, community and faith-based organizations, health clinics, schools and libraries.

2. Program Objective: Strengthen outreach partners nationwide by empowering them to mobilize people and organizations to help raise awareness about the ACP.

Clark County will leverage existing relationships between various County offices and local community programs to mobilize awareness about ACP. The proposed project will engage Clark County libraries and schools to raise awareness of and participation in ACP. Clark County will also engage local affiliates of United Way, Boys and Girls Clubs of America, 4-H, and other national and local nonprofits, faith-based organizations and other entities to support local ACP outreach efforts throughout the county. Additional outreach partners may include organizations such as Education Superhighway, PCs for People and Human-I-T to promote ACP enrollment. Locally, Clark County will share printed and digital materials with grassroots organizations such as the United Way, food pantries, senior assistance programs, and supportive housing organizations to empower their staff and volunteers to provide further assistance with promoting ACP awareness and enrollment.

3. Program Objective: Increase ACP enrollment as a result of the ACP Outreach Grant Program funded activities.

The proposed project will increase ACP enrollment through a county-wide media campaign and grassroots outreach efforts. The County will track viewership of paid media platforms and PSAs, reach of radio campaigns, number of clicks via QR codes on local buses, activity on social media posts, number of users reached via mass text messaging, and the number of ACP materials printed and disseminated via direct mail and shared with local entities, to measure the potential reach of its promotional strategies. The County has significant viewership across many media platforms, including the following:

- Facebook: 52,000 followers, with posts reaching about 161,000 people a month.
- Twitter: 232,000 followers, with posts averaging about 625,000 Impressions (accounts that see the content) a month
- Instagram: 41,000 followers, with posts reaching about 100,000 people a month – this number is increasing exponentially since the addition of Carlos and Alexis.
- NextDoor: There are 525,000 accounts in Clark County. When the County sends out a County wide post, all users will see the post the next time they log on to NextDoor.
- TikTok: The County's account/posts are now averaging about 4,000 views a month. The Clark County Library District will promote ACP enrollment using the ACP site as the default landing page on their public computer browsers and will track the number of ACP website clicks on a monthly basis.

II.I. Explain how the lessons learned from this proposed project will benefit other organizations/governments looking to achieve similar results in increasing awareness and enrollment for ACP-eligible households.

Given Clark County's diverse population including Tribal communities, geography, and resident needs, the County's proposed project will provide valuable lessons for organizations and other governments seeking to increase ACP enrollment in eligible households. The County's large Spanish-speaking population; its high-proportion of transient workers and those living in unstable housing; and its mix of dense urban and sprawling rural geographies (including Tribal lands) provide an important opportunity to test and refine how to best reach ACP-eligible households and increase awareness under such diverse conditions. Clark County also has several active civic engagement and community service organizations that can benefit from the County's investment in Affordable Connectivity Program Outreach and apply insights from our program to reach eligible households with other benefits and resources.

III. PROJECT MANAGEMENT AND MILESTONES - APPLICANT

The Project Management and Milestones section outlines how the proposed project will be executed within the period of performance, including performance measures.

III.A. Identify each projected outcome, subsequent milestones that will be met, and estimated timeline within the period of performance.

Instructions (Fill in the Table): Describe the proposed project's projected outcomes, including key milestones that will be met and start/end dates. The applicant can enter up to 3 outcomes and up to 8 milestones, as necessary.

Projected Outcome	Milestone (By Outcome)	Projected Start Date	Projected End Date
Increased Media Exposure to ACP and Increased ACP Awareness Among Clark County Residents	Public Service Announcement (PSA) #1 via Clark County's TV station	04/22/2023	04/23/2023
	Public Service Announcement (PSA) #2 via Clark County's TV station	10/21/23	10/22/23
	Public Service Announcement (PSA) #3 via Clark County's TV station	04/27/2024	04/28/2024
	Public Service Announcement (PSA) #4 via Clark County's TV station	10/26/2024	10/26/2024
	Paid Media Campaigns – Multilingual radio announcements, billboards, and wraparound ads with QR codes on buses +	05/01/2023	08/31/2024
	Multilingual Digital Campaigns via mass text messaging to constituents, standardized ACP messaging on computer browsers at libraries and schools. +	05/01/2023	02/28/2025
	Social Media reach via Facebook, Twitter, Instagram, NextDoor, TikTok	04/22/2023	2/28/2025
	[Milestone for #8]	MM/DD/YYYY	MM/DD/YYYY
Increased Awareness of and Access to ACP via Multi-lingual Collateral Materials for Clark County Residents	Multilingual ACP postcards leveraging direct mail through County Departments and their constituents, including Parks and Recreation and Social Service +	05/01/2023	02/28/2025
	Multilingual ACP flyers disseminated through the Clark County Library District	05/01/2023	02/28/2025
	Multilingual ACP flyers disseminated through the Clark County School District	05/01/2023	02/28/2025
	Multilingual ACP flyers disseminated through CIS	05/01/2023	02/28/2025
	Multilingual ACP flyers disseminated through nonprofit entities such as United Way, Legal Aid Center of Nevada, and food banks +	05/01/2023	02/28/2025
	ACP flyers for Tribal communities, including Tribal residents not living on Tribal lands, but in communities adjacent to reservations. +	05/01/2023	02/28/2025
	[Milestone for #7]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #8]	MM/DD/YYYY	MM/DD/YYYY
Increased Enrollment Through Outreach Activities	Track ACP enrollment through USAC data, and through participating partners such as the Clark County Library District and School District +	06/01/2023	02/28/2025
	[Milestone for #3]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #4]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #5]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #6]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #7]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #8]	MM/DD/YYYY	MM/DD/YYYY

III.B. Identify how the proposed project aligns to the allowable cost categories.

Instructions: Grant funded activities for the proposed project must align to the allowable cost categories. A project may have activities in more than one cost category. For more information on the allowable cost categories, please refer to the ACP Outreach Grant Program NOFO.

Allowable Cost Category	Proposed Funds	Budget Narrative
Personnel	\$	Personnel funding will support key County administrators. County's Chief Communications and Strategy Officer; 4 hrs/week (estimated hourly rate of \$127.33). Spanish Language PIO; appx \$33.00/hr for 2.5 hours/wk for two years. TV Station Manager; appx \$45.00/hr for 5 hours/wk for one year. Video Content Creator; appx \$30.00/hr for 3 hrs/wk over 2 years. Social Media Manager 1; appx \$26/hr for 2 hours/week over 2 years. Social Media Manager 2; appx. \$33/hr for 2 hrs/wk over 1 year. Public Information Officer; appx \$48/hr for 1 hr/wk over 2 years.
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Other	\$	
Fringe Benefits	\$	
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Travel	\$	Clark County does not intend to accrue any travel-related expenses through the grant. The costs of outreach will be primarily allocated across the personnel and contractual categories.
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Supplies	\$	Clark County does not intend to accrue any expenses for supplies through the grant.
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Contractual	\$	The County will conduct a competitive solicitation process for all vendors at the time that a grant amount is confirmed. All costs are estimated and may be subject to change. Direct Mail: \$149,922 to disseminate 200,000 mailings at a cost of \$0.75/unit. Digital Campaigns: 24 months of social media campaigns at a cost of \$7,000/ month Outreach materials:printing of 1 million units of multilingual ACP promotional materials at a cost of \$49,000 Paid media campaigns: Billboards - \$3000/month for 6 months between 2023-2024; QR Codes on buses - \$1200/month for 12 months Other:\$25,000 to manage data collection from County offices, nonprofits, schools and libraries
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Other	\$	
Indirect Costs	\$	
Other	\$	The County will handle Management and Administration responsibilities with the support of its consultant, HR&A advisors, at a total cost of \$25,000, which is 5% of the total grant award request.
M&A	\$	
TOTAL:	\$	

IV. PROJECT NARRATIVE – SUBRECIPIENT/PASS-THROUGH ENTITY

The Project Narrative section provides detailed information on the intended geographic area that will benefit from the project, the type of outreach activities that will be developed and implemented within the period of performance using methods that will provide a meaningful impact to the community. This section is intended for subrecipient/pass-through entity only, if applicable.

IV.A. Enter Project Name.

Instructions (Character Limit 100): Provide the project name here.

IV.B. State if this is a new outreach effort or a continuation of an existing outreach effort (i.e., if the subrecipient/pass-through entity has already received or expects to receive funding from other sources).

Instructions (Select from Drop-down Menu): Select from the drop-down menu if this is a new or continuation effort. If a continuation, answer IV.B.1. If new, advance to IV.C.

1. [For Continuation Only] If the subrecipient/pass-through entity is receiving or expects to receive other support or funding for ACP outreach, explain the funding source and why additional funding is needed from the ACP Outreach Grant Program.

Character Limit 1,500. Provide the response here. State if the funding will be received during the period of performance.

IV.C. The ACP Outreach Grant Program NOFO includes an Ineligible Entities provision. Does the subrecipient/pass-through entity fall under any of the ineligible entities criteria? If yes, provide an explanation of the relationship with the broadband service provider.

Instructions (Select from Drop-down Menu): Select “Yes” or “No” from the drop-down menu. Then, explain the relationship with the broadband service provider (Character Limit 750). Please note that per the ACP Outreach Grant Program NOFO, “The following entities may not receive awards, either as Grantees, Pass-through Entities, or Subrecipients under the ACP Outreach Grant Program: (i) Broadband providers (including municipal broadband providers), their affiliates, subsidiaries, contractors, agents, or representatives; and (ii) Broadband industry groups and trade associations that represent broadband providers.”

IV.D. Identify the amount of funding requested from each source for this project.

Instructions (Fill in Table): Each project must identify a programmatic funding source. If a project will use multiple sources of funding, separate the amounts of funding from each source.

Funding Source	Funding Request (By Project)	M&A Request (By Project)	M&A (Percentage)
National Competitive Outreach Program	\$	\$	%
Tribal Competitive Outreach Program	\$	\$	%
TOTAL:	\$	\$	%

IV.E. Describe your understanding of the Affordable Connectivity Program. State how this understanding influenced the need for this project, including the outreach or application assistance needs that will be addressed with ACP Outreach Grant funds.

Instructions (Character Limit 2,500): Provide the response here.

IV.F. Provide an abstract of the proposed project and how the proposed project will increase awareness of and increase ACP enrollment for eligible households.

Instructions (Character Limit 1,500): Provide the response here. Abstracts will be publicly posted should you be selected as a grant recipient.

IV.G. Describe the intended impact of the proposed project on specific areas, households, or individuals to raise awareness and/or increase ACP enrollment.

Instructions (Fill in Table): Describe the intended impact of the proposed project on specific areas, households, or individuals to raise awareness and/or increase ACP enrollment.

Intended Impact Area: Geographic Areas

[Character Limit 1,500. Enter a description of the geographic areas (including qualifying Tribal lands as applicable) that will be targeted and served through the proposed outreach (including ACP application assistance)]

Intended Impact Area: Constituency Groups

[Character Limit 1,500. Enter the constituencies intended to be targeted and served, including members of an unserved or marginalized community]

Intended Impact Area: Households/Individuals

[Character Limit 1,500. Enter the estimated number of households or individuals to be targeted by the proposed project]

Intended Impact Area: Communities with Low ACP Participation Rates

[Character Limit 1,500. Select if the outreach will target communities that have low ACP participation rates]

IV.H. Describe how the proposed project meets the Program Objectives.

Instructions: Describe how the proposed project addresses the ACP Outreach Grant Program Objectives listed in Section IV.B. of the ACP Outreach Grant Program NOFO.

1. Program Objective: Expand and support diverse and impactful outreach efforts nationwide.

[Character Limit 1,500. Enter how the proposed project will meet this objective]

2. Program Objective: Strengthen outreach partners nationwide by empowering them to mobilize people and organizations to help raise awareness about the ACP.

[Character Limit 1,500. Enter how the proposed project will meet this objective]

3. Program Objective: Increase ACP enrollment as a result of the ACP Outreach Grant Program funded activities.

[Character Limit 1,500. Enter how the proposed project will meet this objective]

IV.I. Explain how the lessons learned from this proposed project will benefit other organizations/governments looking to achieve similar results in increasing awareness and enrollment for ACP-eligible households.

Instructions (Character Limit 1,500): Provide the response here.

V. PROJECT MANAGEMENT AND MILESTONES – SUBRECIPIENT/PASS-THROUGH ENTITY

The Project Management and Milestones section outlines how the proposed project will be executed within the period of performance, including performance measures. This section is intended for subrecipient/pass-through entity only, if applicable.

V.A. Identify each projected outcome, subsequent milestones that will be met, and estimated timeline within the period of performance.

Instructions (Fill in the Table): Describe the proposed project’s projected outcomes, including key milestones that will be met and start/end dates. The subrecipient/pass-through entity can enter up to 3 outcomes and up to 8 milestones, as necessary.

Projected Outcome	Milestone (By Outcome)	Projected Start Date	Projected End Date
[Sample Outcome #1]	[Milestone for #1]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #2]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #3]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #4]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #5]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #6]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #7]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #8]	MM/DD/YYYY	MM/DD/YYYY
[Sample Outcome #2]	[Milestone for #1]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #2]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #3]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #4]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #5]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #6]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #7]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #8]	MM/DD/YYYY	MM/DD/YYYY
[Sample Outcome #3]	[Milestone for #1]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #2]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #3]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #4]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #5]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #6]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #7]	MM/DD/YYYY	MM/DD/YYYY
	[Milestone for #8]	MM/DD/YYYY	MM/DD/YYYY

V.B. Identify how the proposed project aligns to the allowable cost categories.

Instructions: Grant funded activities for the proposed project must align to the allowable cost categories. A project may have activities in more than one cost category. For more information on the allowable cost categories, please refer to the ACP Outreach Grant Program NOFO.

Allowable Cost Category	Proposed Funds	Budget Narrative
Personnel	\$	Explain how personnel funding will be used. This section should include compensation for personnel whose time was spent exclusively conducting ACP outreach activities and/or in-person ACP application assistance either in a part-time or full-time capacity. List Position(s), Name (if known), Number of Staff, Percentage of Time, Hourly rates and number of hours, and amount.
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Other	\$	
Fringe Benefits	\$	
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Travel	\$	Explain how Travel expenses will be used. This section should include planned ACP outreach and/or in-person ACP application assistance events, to include mileage, gas, and related travel incidentals. Detail travel costs for all travelers along with location. List (breakout) proposed costs for airline, mileage, gas, per diem rate for meals and lodging, etc.
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Supplies	\$	Explain how Supplies expenses will be used. This section should include information technology hardware or systems such as hotspots, tablets, computers, printers, etc. that will be used exclusively for ACP outreach and ACP application assistance. This cost is capped at \$5,000 of awarded funds. List by supply item. Show unit cost of each item, number needed, and amount.
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Contractual	\$	Explain how Contractual expenses will be used. This section should include Name of Contractor, Vendor, or Subrecipient. Description of Services. Provide breakdown of the consultant costs, a copy of the contract, and description of how the selection was made for the consultant. Please also include subcontractor information.
Event Planning	\$	
Direct Mail	\$	
Consumer Research	\$	
Paid Media Campaigns	\$	
Digital Campaigns	\$	
ACP App. Assist	\$	
Outreach Materials	\$	
Indirect Costs	\$	Explain how Indirect Costs will be used. This section should include the type of rate, rate percentage, and detailed breakdown of costs.
Other	\$	Explain how Other expenses will be used, including Management and Administrative (M&A). This section should include Costs incurred in support of grant administration that are not included in the organization's indirect cost pool (e.g., preparing and submitting programmatic and financial reports, establishing and/or maintaining inventory, responding to official information requests such as audits, monitoring pass-through recipients). This cost is capped at 5% of awarded funds.
M&A	\$	
TOTAL:	\$	

VI. BONUS – FUNDING PRIORITIES

The Funding Priorities section provides each applicant the opportunity to self-report whether and how it meets the below prioritization and evaluation factors for the ACP Outreach Grant Program NOFO. Responses will not guarantee the applicant will be prioritized or receive requested funding.

VI.A. Select each prioritization and evaluation factor met by the applicant and/or proposed project.

Instructions (Select All That Apply): Using the drop-down, select the correct response to all that apply to the applicant and/or proposed project. Use the “Explanation” section to provide an explanation.

Priority

<p>1. Does the proposed project target underserved low-income households or individuals that are not currently on a low-income broadband plan or that do not have broadband service?</p>	<p>Yes</p>
<p><i>Yes, only 48% of Clark County’s 260,000 ACP-eligible residents are enrolled in the ACP. The County is determined to increase enrollment rates by targeting its outreach efforts in rural and Tribal communities, and high poverty areas in Las Vegas, (37% ACP adoption) and North Las Vegas (39% ACP adoption), where the population is 42% Hispanic, and has large census tracts with low broadband access rates, and areas like Mesquite (7% ACP adoption) with a 28% Hispanic population.</i></p>	
<p>2. Does the proposed project target outreach in communities that have low ACP participation rates, to include those that plan to target especially hard to reach populations (including minorities, persons with disabilities, persons who live in rural or Tribal areas, and others who are or have been historically underserved, marginalized, or adversely affected by persistent poverty or inequality)?</p>	<p>Yes</p>
<p><i>Yes, Clark County will target its outreach efforts toward communities that have low ACP adoption rates including rural, Limited English Proficiency, Tribal and urban communities, such as the high poverty areas of Las Vegas and North Las Vegas. The County seeks to ensure equitable access to affordable broadband, devices and digital skills training programs in these communities, and will align its ACP outreach campaign to effectively address the connectivity needs of underserved households.</i></p>	
<p>3. Does the applicant propose a cost share or cost match? Note: Cost share or cost match is not a requirement of the ACP Outreach Grant Program and this information will be used as a tie breaker during the funding determination process.</p>	<p>Yes</p>
<p><i>Yes, Clark County is committing \$150,000 in cost sharing towards its outreach and awareness program. From this match commitment, at least \$100,000 will be allocated to staffing communications personnel to the ACP Outreach Grant Program. An additional \$50,000 will be allocated to contractual costs associated with media campaigns.</i></p>	
<p>4. Has the state or territory entered into or committed to enter into a Computer Matching Agreement with the Universal Service Administrative Company (USAC) for purposes of verifying the eligibility of low-income consumers for the Affordable Connectivity Program? (For state, District of Columbia, and U.S. territory government entities only; this does not apply to non-governmental entities.)</p>	<p>No</p>
<p><i>No, the County has not entered into a Computer Matching Agreement with USAC.</i></p>	

<p>5. Does the applicant have experience with, and/or past success in, conducting outreach regarding government programs and resources, particularly providing resources and directing services (such as ACP application assistance) and education to people of color, persons with disabilities, persons who live in rural or Tribal areas, and others who are or have been historically underserved, marginalized, or adversely affected by persistent poverty or inequality?</p>	<p>Yes</p>
<p><i>The County has extensive experience and success providing government services to historically underserved, marginalized populations through its own departments. Clark County Social Service (CCSS) provides affordable housing, homemaker services, senior services, youth services (Step Up) and homeless assistance to the County's diverse residents. The County's 800 case workers will be invaluable in supporting efforts to promote ACP awareness through their client interactions.</i></p>	
<p>6. Does the applicant have existing, trusted relationships with the communities the grant applicant expects to target (e.g., as "trusted messengers"), or the ability to readily establish those relationships, particularly relationships with people of color, persons with disabilities, persons who live in rural or Tribal areas, and others who are or have been historically underserved, marginalized, or adversely affected by persistent poverty or inequality?</p>	<p>Yes</p>
<p><i>Clark County regularly collaborates with grassroots organizations with trusted messengers such as Communities in Schools Nevada (CIS), Clark County School District, and the United Way of Southern Nevada. CIS has a full-time coordinator in 65 Title I Clark County public schools, available to help students and families access resources, including ACP information. CIS played a critical role in helping to connect Clark County students with devices to enable remote learning during the pandemic.</i></p>	
<p>7. Does the applicant have experience with or capability of providing multilingual outreach, to include American Sign Language? If so, state which languages.</p>	<p>Yes</p>
<p><i>Yes. the County has prioritized making its resources and services available in both English and Spanish and offers ASL. At the most comprehensive level, the County has made its website and service information available in 144 languages. In January 2023, the County launched a Spanish-only Twitter and Facebook page, maintained by its own bilingual staff, to keep the County's Spanish-speaking population more informed about available resources and services, including ACP information.</i></p>	

VII. ACKNOWLEDGEMENTS

The Acknowledgements Section should be completed by the applicant to confirm program requirements will be adhered to should funding be awarded.

VII.A. Confirm that the applicant acknowledges each requirement.

Instructions (Drop-down Menu): Select the correct response from the drop-down menu (i.e., Yes/No)

Acknowledgements

<p>1. I hereby certify that all of the information provided in this application (or any other accompanying or required documents) is correct, accurate and complete to the best of my knowledge. I understand that the falsification, misrepresentation, or omission of any facts in said documents can cause denial of a grant award or termination of a grant award.</p>	<p>Yes</p>
<p>2. I understand that submission of an application does not guarantee that the applicant will receive a grant award.</p>	<p>Yes</p>
<p>3. By submitting an application, I agree to comply with the requirements of FY 2023 Affordable Connectivity Outreach Grant Program Notice of Funding Opportunity as well as the terms and conditions of its award should my organization receive an award. I also agree to comply with the requirements set forth in the ACP Grant Program Second Report and Order (FCC 22-64), to include maintaining neutrality among service providers or groups of service providers when conducting grant-funded activities.</p>	<p>Yes</p>