

Launchpad - Concept Paper Questions

1. **Organization Name** (required)
2. **Legal Name** (if different from the operating name)
3. **Entity Type** (required)
 - Nonprofit Organizations/Community-based Organizations (503c Status)
 - Municipalities
 - Regional Planning Agencies
 - Philanthropic Foundations
 - State Agencies
 - Quasi-Governmental Entities
 - Educational or Healthcare Providers
 - Community Action Agencies
 - Other (explain below)
4. **Employer Identification Number** (required)
5. **Mailing Address**(required)
 - ◆ Include Street, City, State, Zip Code
6. **Physical Address** (if different from the mailing address)
7. **Website URL**(required)
8. **If applicable, please indicate if you are a Women's Business Enterprise, Minority Business Enterprise, and/or Small Business**(required)
 - Women's Business Enterprise
 - Minority Business Enterprise
 - Small Business
 - Not Applicable (NA)
 - ◆ Definitions for each are as followed:
 - **Women's Business Enterprise (WBE)**: A business that is at least 51% owned, controlled, and operated by women.
 - **Minority Business Enterprise (MBE)**: A business that is at least 51% owned, controlled, and operated by individuals from minority groups.
 - **Small Business**: Typically defined by the **Small Business Administration (SBA)** based on industry-specific size standards (number of employees, annual revenue).
9. **Primary Contact Person** (required)
 - First Name(required)

- Last Name(required)

10. Title/Position (required)

11. Email Address(required)

12. Phone Number(required)

13. Why is your organization interested in participating in the Launchpad Program, and how does addressing digital equity align with your mission and the needs of the community you serve? What unmet needs in your service area could this program help address? (required)

◆ Limit: 2500 characters

14. Which of the six Digital Equity initiative areas are you proposing in this Concept Paper? (required)

- Wi-Fi Access
- Connectivity for Economic Hardship
- Public Space Internet Modernization
- Digital Literacy
- Device Distribution and Refurbishment
- Education, Outreach, and Adoption

15. What concept or strategy are you proposing for this grant, and how will it address digital equity in your target communities? (required)

◆ Limit: 2500 characters

16. Will your organization be working with any sub-applicants to implement this program? (required)

- Yes
- No

17. Provide an example of how your organization has previously addressed digital equity challenges or similar community needs? If your organization has limited experience in this space, please describe how you plan to build capacity and engage with digital equity efforts (required)

◆ Limit: 1500 characters

18. Which Covered population(s) or groups will your organization support through this proposal? (required)

- People who live in households with incomes at or below 150% of the poverty level
- People who are 60 or older

- People with disabilities
- People with language barriers
- People who are members of racial or ethnic minority groups
- People who live in rural areas
- People who are veterans
- People who are currently/formerly incarcerated

19. How do you anticipate this program will improve access to technology or digital literacy for those populations? (required)

◆ Limit: 2500 characters

20. Which Counties will your projects be active in? (required)

21. Please specify the ZIP codes, cities, and/or towns you are serving within these counties? (required)

◆ Limit: 750 characters

22. Of the Digital Equity initiative areas you are focusing on, what unique strengths does your organization possess to effectively implement projects in these areas? (required)

◆ Limit: 1500 characters

23. What are your specific goals for this funding opportunity over the two-year period of performance? (required)

◆ Limit: 2000 characters

◆ Please include both measurable targets (e.g., number of people served, services provided) and expected outcomes (e.g., improvements in digital access, skills, or community impact).

24. What steps or phases do you envision for planning and implementing your proposed activities throughout the two-year performance period? If you are working with sub-applicants, please explain how you will coordinate, support, and oversee their contributions to the program. (required)

◆ Limit: 1500 characters

◆ Please describe how your organization will ramp up capacity, conduct outreach, procure goods and services, operationalize activities, and ensure compliance with reporting and program requirements.

25. What work will be required to establish the necessary staff capacity and organizational relationships to successfully execute this grant, if awarded? If applicable, describe any collaborative partners you plan to work with, their roles, and how these partnerships will contribute to your proposed project (required)

- ◆ Limit: 1500 characters
- ◆ Consider outlining any hiring, staff training, or capacity-building efforts needed to execute the project. For example, you might need to hire a program coordinator, train staff on digital literacy, or allocate existing personnel to oversee implementation. Additionally, describe any key partners (e.g., community organizations, housing authorities, local libraries) and their roles in supporting outreach, service delivery, or technical assistance. Collaborative partners contribute to the project but do not receive direct funding as sub-applicants do. If your organization is working with sub-applicants, please specify their role separately in the previous question

26. How will you measure the success of your proposed project? Describe the methods and strategies you will use, including any additional metrics beyond the required ones that you plan to track to evaluate the program's impact (required)

- ◆ Limit: 2000 characters
- ◆ Consider not only what will be measured but also how you will track success beyond the required metrics. Think about methods such as surveys, usage data, participant feedback, or pre/post assessments. Additional metrics might include participant satisfaction, long-term digital adoption rates, workforce or education outcomes, or qualitative success stories.

27. Do you have a plan for collecting feedback from participants to continuously improve initiatives throughout the grant's period of performance? (required)

- Yes
- No

28. Provide a high-level total budget for the funds your organization (and, if applicable, any sub-applicants) will need to implement each of the initiative areas your organization proposes to cover (required)

- ◆ To ensure clarity, please break down your budget using the following high-level cost categories:
 - **Labor:** The actual cost of work by your organization, calculated by the hourly rate or as a percentage of an annual salary.
 - **Fringe Benefits:** Costs for employee benefits, charged directly or using an approved rate. Proof of these rates must be provided with the proposal.
 - **Consultants/Subcontracts:** Fees paid to external experts or organizations for specific tasks or key parts of the project.
 - **Direct Materials:** The supplies and materials needed specifically for the project, as outlined in the budget and contract.
 - **Other Direct Costs:** Additional project expenses, such as travel and extra materials.
 - **General & Administrative Expenses/Overhead:** Administrative costs allocated at a government-approved rate or based on the actual indirect cost rate, in line with regulations.

29. Identify key project personnel participating in this work and their roles and responsibilities(required)

◆ Limit: 1500 characters

30. Are there any additional resources or types of support (e.g., training, technical assistance) your organization would need to contribute to your success? (required)

- Yes
- No