



KIM REYNOLDS, GOVERNOR  
ADAM GREGG, LT. GOVERNOR

## STATE OF IOWA

Jeff Franklin  
Interim Chief Information Officer

## Broadband Grants Core Application Menu

Press Ctrl+Shift+H To Return To This Page

## General Application Information

Applicant Name: Heartland Telecommunications Company of Iowa

Follow The Steps Below	
Instructions	Hot Buttons
<b>1) Populate the Targeted Service Area data. Detailed directions in Exhibit L.</b> <b>1a)</b> Populate your exported TSA data on the TSA Input tab.	Go to Targeted Service Area/Project Input Tab
<b>2) Refresh Exhibit B - Project Worksheet with the Targeted Service Area data.</b> <b>2a)</b> The "Hot Button" to the right will transfer your TSA data to Exhibit B.	Refresh Exhibit B with TSA Input
<b>3) Populate data in Exhibit B - Broadband Grants Program Project Worksheet.</b> <b>3a)</b> Check the Delivery Platforms that apply. <b>3b)</b> Select the appropriate Infrastructure Type <b>3c)</b> Review the Homes, Business and Schools in the "Total Number of HSB's (i.e., Broadband Units) New Service Will Be Available To" section. If you are not fully serving a TSA, update those figures to the correct counts. <b>3d)</b> Define the Down and Up Speeds in the "Proposed Advertised Speed in Project Area upon Project Completion" section for each TSA. <b>3e)</b> Review to confirm worksheet is correct.	Go to Exhibit B – Project Worksheet Tab
<b>4) Populate all defined fields in Exhibit C - Broadband Grants Program Qualitative Attributes Form</b> <b>4a)</b> For comments, please limit to 1200 characters. If there is need for more comments, an additional form will need to be submitted. <b>4b)</b> Review the form to ensure it is complete and accurate.	Go To Exhibit C - Qualitative Attributes Form
<b>5) Populate costs in Exhibit D - Broadband Grants Program Budget Plan</b> <b>5a)</b> Update/Populate Description, Unit, Quantity, Est Cost and Grant Request %. <b>5b)</b> Review the form to ensure it is complete and accurate. <b>5c)</b> If grant is awarded, the awardee will be required to update a revised Exhibit D with actual costs.	Go To Exhibit D - Budget Plan
<b>6) IF APPLICABLE, Populate costs in Exhibit D1 - Limited exception for Broadband Infrastructure Installed Outside of Targeted Service Areas</b> <b>6a)</b> Answer questions and populate comments as necessary. For comments, please limit to 1200 characters. If there is a need for more comments, an additional form will need to be submitted. <b>6b)</b> Update/Populate Description, Unit, Quantity, Est Cost, Proportional Allocation Cost and Grant Request %. <b>6c)</b> Review the form to ensure it is complete and accurate. <b>6d)</b> If grant is awarded, the awardee will be required to update a revised Exhibit D.1 with actual costs.	Go To Exhibit D.1 - Limited Exception Form
<b>7) Review Applicant Reasonableness Checks below</b>	

Applicant Reasonableness Checks	
Check	Status (Expect all Checks to be Yes or Not Applicable)
Did you populate an Applicant Name?	Yes
Did you choose at least one Delivery Platform in Exhibit B?	Yes
Did you define the Infrastructure Type in Exhibit B?	Yes
Have you included at least one eligible TSA?	Yes
Have you defined all of your Proposed Advertised Speeds in Exhibit B?	Yes
Did you answer 1.1 in Exhibit C?	Yes
Did you answer 2.2 in Exhibit C?	Yes
Did you answer 2.3 Download Speed in Exhibit C?	Yes
Did you answer 2.3 Rate Per Mbps in Exhibit C?	Yes
Did you answer 3.3 in Exhibit C?	Yes
Did you answer 3.4 in Exhibit C?	Yes
Did you answer 3.5 in Exhibit C?	Yes
Did you answer 3.5 part 2 in Exhibit C?	Yes, Not Applicable
Did you answer 4.1 in Exhibit C?	Yes
Did you answer 4.2 in Exhibit C?	Yes
Have you submitted grant request \$s in Exhibit D (Column E)?	Yes

Version 01.19.04

Paste Your TSA Data Below in Row 3

Return To Main Input Sheet

OBJECTID	BLOCKID10	HOUSING10	POP10	Business	FarmOps	AreaSqMil	CountyNar	Schools
77780	1.915E+14	2	4	0	0	0.96	Plymouth	0
78295	1.915E+14	4	16	1	0	1.02	Plymouth	0
78045	1.915E+14	3	12	1	0	0.52	Plymouth	0
77728	1.915E+14	0	0	0	0	0.52	Plymouth	0
77601	1.915E+14	4	8	0	0	1.01	Plymouth	0
77725	1.915E+14	2	3	0	0	0.42	Plymouth	0
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89498	1.91671E+14	2	6	1	0	0.95	Sioux	0
88973	1.91671E+14	4	10	1	0	1.04	Sioux	0
88894	1.91671E+14	6	14	1	0	1.05	Sioux	0
88972	1.91671E+14	3	8	0	0	0.52	Sioux	0
89321	1.91671E+14	1	2	0	0	0.26	Sioux	0
89416	1.91671E+14	2	4	1	0	0.26	Sioux	0
89078	1.91671E+14	1	2	1	1	0.49	Sioux	0
88960	1.91671E+14	2	3	1	0	1	Sioux	0
88625	1.91671E+14	4	13	0	0	1	Sioux	0
89016	1.91671E+14	2	4	0	0	1.01	Sioux	0
89015	1.91671E+14	0	0	0	0	0.51	Sioux	0
88910	1.91671E+14	4	10	1	0	0.53	Sioux	0
89017	1.91671E+14	5	11	1	0	0.51	Sioux	0
89040	1.91671E+14	2	3	0	0	1.01	Sioux	0
89019	1.91671E+14	2	7	0	0	0.75	Sioux	0
88895	1.91671E+14	1	4	0	0	0.26	Sioux	0
88962	1.91671E+14	1	2	0	0	0.5	Sioux	0
89018	1.91671E+14	2	5	0	0	1	Sioux	0
89039	1.91671E+14	2	6	2	0	1.01	Sioux	0
89038	1.91671E+14	2	4	1	0	0.99	Sioux	0
88975	1.91671E+14	2	5	4	2	0.98	Sioux	0
89079	1.91671E+14	1	2	1	1	1	Sioux	0
88955	1.91671E+14	2	6	0	0	0.76	Sioux	0
88956	1.91671E+14	0	0	0	0	0.25	Sioux	0
88963	1.91671E+14	2	7	0	0	0.5	Sioux	0
89080	1.91671E+14	4	8	2	1	1.01	Sioux	0
89021	1.91671E+14	3	2	0	0	0.98	Sioux	0
89033	1.91671E+14	1	2	2	1	0.51	Sioux	0
89479	1.91671E+14	2	4	2	0	0.61	Sioux	0
89477	1.91671E+14	5	10	1	0	1.02	Sioux	0
89449	1.91671E+14	2	8	1	1	0.75	Sioux	0
89485	1.91671E+14	1	3	0	0	0.42	Sioux	0
89099	1.91671E+14	2	6	1	0	0.52	Sioux	0
88605	1.91671E+14	2	4	0	0	1.01	Sioux	0
89486	1.91671E+14	4	13	1	0	1.02	Sioux	0
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89478	1.91671E+14	1	0	0	0	0.44 Sioux	0
88519	1.91671E+14	2	6	0	0	0.48 Sioux	0
89559	1.91671E+14	0	0	0	0	0.25 Sioux	0
88604	1.91671E+14	2	6	1	1	0.5 Sioux	0
89417	1.91671E+14	1	2	0	0	1.02 Sioux	0
89179	1.91671E+14	3	12	1	0	0.53 Sioux	0
89242	1.91671E+14	0	0	0	0	0.27 Sioux	0
89189	1.91671E+14	2	3	0	0	0.52 Sioux	0
89323	1.91671E+14	1	4	0	0	0.5 Sioux	0
89558	1.91671E+14	1	2	0	0	0.53 Sioux	0
89095	1.91671E+14	1	2	0	0	0.51 Sioux	0
89266	1.91671E+14	1	3	1	1	1.01 Sioux	0
89196	1.91671E+14	2	6	0	0	1 Sioux	0
89232	1.91671E+14	1	6	0	0	0.51 Sioux	0
89096	1.91671E+14	0	0	0	0	0.26 Sioux	0
89227	1.91671E+14	3	8	1	1	0.45 Sioux	0
89233	1.91671E+14	0	0	0	0	0.05 Sioux	0
89198	1.91671E+14	1	2	1	1	0.5 Sioux	0
89199	1.91671E+14	2	2	1	1	0.5 Sioux	0
88568	1.91671E+14	0	0	0	0	0.01 Sioux	0
89097	1.91671E+14	0	0	0	0	0.34 Sioux	0
89197	1.91671E+14	2	5	0	0	0.67 Sioux	0
89248	1.91671E+14	3	5	1	0	1.01 Sioux	0
88574	1.91671E+14	1	4	1	0	0.51 Sioux	0
89230	1.91671E+14	4	10	0	0	1 Sioux	0
89229	1.91671E+14	0	0	0	0	0 Sioux	0
88569	1.91671E+14	1	2	0	0	0.32 Sioux	0
89241	1.91671E+14	0	0	0	0	0.68 Sioux	0
89200	1.91671E+14	1	5	1	0	0.5 Sioux	0
89228	1.91671E+14	1	4	7	1	0.5 Sioux	0
89098	1.91671E+14	2	3	0	0	0.51 Sioux	0
89260	1.91671E+14	0	0	0	0	0.5 Sioux	0
89261	1.91671E+14	2	2	0	0	0.97 Sioux	0
89234	1.91671E+14	0	0	1	0	0.04 Sioux	0
88571	1.91671E+14	1	0	0	0	1.01 Sioux	0
88570	1.91671E+14	1	2	1	0	0.5 Sioux	0
89262	1.91671E+14	2	5	1	1	0.51 Sioux	0

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Yes	Connected Existing pr	06d81ed1-	6/27/2017	pwilkebro	6/27/2017	pwilkebro	2017.04.18	4865271	
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SHAPE\_\_Length

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6712.8

8842.65

6156.21

8811.99

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9023.5

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8823.6

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6607.41

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8725.82

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KIM REYNOLDS, GOVERNOR  
ADAM GREGG, LT. GOVERNOR

STATE OF IOWA

Jeff Franklin  
Interim Chief Information Officer

### Exhibit B—Broadband Grants Program Project Worksheet

**Applicant Name: Heartland Telecommunications Company of Iowa**

Delivery Platform: (Check and/or Populate Other)	
- FTTH	<input checked="" type="checkbox"/> Check
- DSL	<input type="checkbox"/> Check
- Cable Modem	<input type="checkbox"/> Check
- Wireless Spectrum	<input type="checkbox"/> Check
- Fixed Wireless	<input type="checkbox"/> Check
- Other	
<b>Infrastructure Type</b>	Both OSP and ISP

Total Units To Be Served	195
% of Baseline To Be Served	100%
Units Served Per Square Mile	3.8

Target Service Area			Total Number of HSB's (i.e., Broadband Units) in Project Area				Total Number of HSB's (i.e., Broadband Units) New Service Will Be Available To				Proposed Advertised Speed in Project Area Upon Project Completion	
Census Block #	County	Sq. Miles	H	S	B	Units	H	S	B	Units	Down (Mbps)	Up (Mbps)
80	2	51.41	146	0	49	195	146	0	49	195	TOTAL	
191499703003004	Plymouth	0.96	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191499703003005	Plymouth	1.02	4	0	1	5	4	0	1	5	500 - 1000	>= 100
191499703003006	Plymouth	0.52	3	0	1	4	3	0	1	4	500 - 1000	>= 100
191499703003007	Plymouth	0.52	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191499703003008	Plymouth	1.01	4	0	0	4	4	0	0	4	500 - 1000	>= 100
191499703003009	Plymouth	0.42	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670703001066	Sioux	1	3	0	1	4	3	0	1	4	500 - 1000	>= 100
191670703001067	Sioux	0.95	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670703001069	Sioux	1.04	4	0	1	5	4	0	1	5	500 - 1000	>= 100
191670703001070	Sioux	1.05	6	0	1	7	6	0	1	7	500 - 1000	>= 100
191670703001071	Sioux	0.52	3	0	0	3	3	0	0	3	500 - 1000	>= 100
191670703001072	Sioux	0.26	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670703001073	Sioux	0.26	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670703001076	Sioux	0.49	1	0	1	2	1	0	1	2	500 - 1000	>= 100
191670703001077	Sioux	1	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670703001126	Sioux	1	4	0	0	4	4	0	0	4	500 - 1000	>= 100
191670703001127	Sioux	1.01	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670703001128	Sioux	0.51	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670703001129	Sioux	0.53	4	0	1	5	4	0	1	5	500 - 1000	>= 100
191670703001147	Sioux	0.51	5	0	1	6	5	0	1	6	500 - 1000	>= 100
191670703001154	Sioux	1.01	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670703001155	Sioux	0.75	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670703001156	Sioux	0.26	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670703001157	Sioux	0.5	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670703001158	Sioux	1	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670703001159	Sioux	1.01	2	0	2	4	2	0	2	4	500 - 1000	>= 100
191670703001160	Sioux	0.99	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670703001161	Sioux	0.98	2	0	4	6	2	0	4	6	500 - 1000	>= 100
191670703001162	Sioux	1	1	0	1	2	1	0	1	2	500 - 1000	>= 100
191670703001163	Sioux	0.76	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670703001164	Sioux	0.25	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670703001165	Sioux	0.5	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670703001166	Sioux	1.01	4	0	2	6	4	0	2	6	500 - 1000	>= 100
191670703001167	Sioux	0.98	3	0	0	3	3	0	0	3	500 - 1000	>= 100
191670703001175	Sioux	0.51	1	0	2	3	1	0	2	3	500 - 1000	>= 100
191670704001175	Sioux	0.61	2	0	2	4	2	0	2	4	500 - 1000	>= 100
191670704001176	Sioux	1.02	5	0	1	6	5	0	1	6	500 - 1000	>= 100
191670704001177	Sioux	0.75	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670704001189	Sioux	0.42	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001205	Sioux	0.52	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670704001206	Sioux	1.01	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670704001208	Sioux	1.02	4	0	1	5	4	0	1	5	500 - 1000	>= 100





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## STATE OF IOWA

Jeff Franklin  
Interim Chief Information Officer

## Exhibit B—Broadband Grants Program Project Worksheet

**Applicant Name: Heartland Telecommunications Company of Iowa**

191670704001209	Sioux	0.56	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670704001210	Sioux	0.44	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001211	Sioux	0.48	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670704001212	Sioux	0.25	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001213	Sioux	0.5	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670704001214	Sioux	1.02	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001215	Sioux	0.53	3	0	1	4	3	0	1	4	500 - 1000	>= 100
191670704001216	Sioux	0.27	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001217	Sioux	0.52	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670704001218	Sioux	0.5	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001219	Sioux	0.53	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001220	Sioux	0.51	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001240	Sioux	1.01	1	0	1	2	1	0	1	2	500 - 1000	>= 100
191670704001241	Sioux	1	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670704001242	Sioux	0.51	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001243	Sioux	0.26	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001244	Sioux	0.45	3	0	1	4	3	0	1	4	500 - 1000	>= 100
191670704001245	Sioux	0.05	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001248	Sioux	0.5	1	0	1	2	1	0	1	2	500 - 1000	>= 100
191670704001249	Sioux	0.5	2	0	1	3	2	0	1	3	500 - 1000	>= 100
191670704001250	Sioux	0.01	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001251	Sioux	0.34	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001252	Sioux	0.67	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670704001253	Sioux	1.01	3	0	1	4	3	0	1	4	500 - 1000	>= 100
191670704001254	Sioux	0.51	1	0	1	2	1	0	1	2	500 - 1000	>= 100
191670704001283	Sioux	1	4	0	0	4	4	0	0	4	500 - 1000	>= 100
191670704001284	Sioux	0	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001285	Sioux	0.32	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001286	Sioux	0.68	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001287	Sioux	0.5	1	0	1	2	1	0	1	2	500 - 1000	>= 100
191670704001288	Sioux	0.5	1	0	7	8	1	0	7	8	500 - 1000	>= 100
191670704001289	Sioux	0.51	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670704001290	Sioux	0.5	0	0	0	0	0	0	0	0	500 - 1000	>= 100
191670704001291	Sioux	0.97	2	0	0	2	2	0	0	2	500 - 1000	>= 100
191670704001292	Sioux	0.04	0	0	1	1	0	0	1	1	500 - 1000	>= 100
191670704001303	Sioux	1.01	1	0	0	1	1	0	0	1	500 - 1000	>= 100
191670704001304	Sioux	0.5	1	0	1	2	1	0	1	2	500 - 1000	>= 100
191670704001305	Sioux	0.51	2	0	1	3	2	0	1	3	500 - 1000	>= 100
END OF DATA												

**\*Applicants must fill out and submit this form in order to comply with/supply the information/inputs requested by the Office pursuant to Section 3.1 (Quantitative Factors) of NOFA/RFP #001. Please contact the Office's designated representative providing administrative support for the Application process, which can assist you in populating this form. See Section 1.8.2 of the NOFA regarding administrative support related to this Application.**

Version 01.19.04

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### Exhibit C— Broadband Grants Program Qualitative Attributes Form

**Applicant Name:** Heartland Telecommunications Company of Iowa

Applicant must fill out and submit this form in order to comply with/supply the information/inputs requested by the Office pursuant to Section 3.2 (Qualitative Factors) of NOFA #001.

**Note: If you need additional space to answer any of the above questions, please upload supplemental materials to the appropriate section of the Iowa Grants System available at <https://www.iowagrants.gov/index.do> effective 2/18/2019**

#### 1. Support Initiatives.

This factor takes into consideration both the support of the local community(ies) that will be positively affected by a proposed Project, and the Applicant's overall commitment to the Project. Generally speaking, Applications that demonstrate more community support and/or Applicants that, themselves (or through other funding sources, e.g., local, federal, other), are making an investment greater than eighty-five percent (85%) as it relates to the Project and thereby the community will receive higher scores.

**Please answer or supply the Office with the following to assist it in scoring this factor:**

- 1.1. Local Support.** Please state the total dollar (\$) amount of your Project (i.e., total Allowable Expenditures as calculated in accordance with the terms, conditions, and limitations of the Budget Plan) that will be supplied by local government (e.g., city, county). Do not include State or Federal funds in this dollar (\$) amount. **OCIO will calculate your score, in part, by considering the percentage of your total Project cost comprised of funds supplied by local government.**

\$0.00 Place "X" in box if zero: ☒ X

- 1.2. Local Match.** This factor takes into consideration both the support of the local community(ies) that will be positively affected by a proposed Project, and the Applicant's overall commitment to the Project. Generally speaking, Applications that demonstrate more community support and/or Applicants that, themselves (or through other Local Match funding sources), are making an investment greater than eighty-five percent (85%) as it relates to the Project and thereby the community will receive higher scores.

85.00% This field is calculated based on entry in Exhibit D and D.1.

- 1.3.** Please supply evidence of local community support for the Project. Evidence must be submitted electronically in the appropriate section of the Iowa Grants System available at <https://www.iowagrants.gov/index.do> effective 2/18/2019. Examples of such evidence include, but are not limited to:

- 1.3.1.** Survey results taken among members of the community supporting the proposed Project.
- 1.3.2.** Testimonials or letters from members of the community supporting the proposed Project.
- 1.3.3.** Minutes of meetings of city or county board, commissions, or councils supporting the proposed Project.
- 1.3.4.** Newspaper articles supporting the proposed Project.

- 1.4.** Please describe any current Broadband adoption initiatives sponsored by you within the Project area or surrounding community(ies):

Heartland Telecommunications Company of Iowa ("Heartland") currently participates in the federal Lifeline program that provides discounted broadband service to qualifying households within this Project area and its surrounding communities. Heartland advertises the availability of this program throughout the year on our website, in newspapers, at our retail locations and utilizing any other media of general distribution. Heartland also participates annually in local home shows/expos in the surrounding communities where we demonstrate the benefits that broadband service can bring to a home including streaming services, home automation, e-learning, tele-health, etc.

(Maximum 1200 Characters / Actual = 675)

- 1.5.** Please describe any future Broadband adoption initiatives to be sponsored by you within the Project area or surrounding community(ies):

Considering the importance of broadband to both schools and students, Heartland will work with the schools to make sure information on Lifeline is readily available to all qualifying households. An ideal solution would be to include this information with the new school-year registration packets that go home to all students/families. We will also continue to offer discounts and specials to new customers that will be subscribing to broadband via the fiber. We would also anticipate holding several open houses and informational sessions highlighting the uses of broadband, showing the availability of the new fiber and provide detailed information on the new speeds that will be available.



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### Exhibit C— Broadband Grants Program Qualitative Attributes Form

**Applicant Name:** Heartland Telecommunications Company of Iowa

(Maximum 1200 Characters / Actual = 693)

#### 2. New Broadband Products

This factor takes into consideration the specific product attributes resulting from the proposed Broadband Infrastructure an Applicant will deploy in the Project area. Generally speaking, Applications which represent that a Project will supply higher upload/download speeds and lower latency at lower costs to consumers, will receive higher scores.

**Please answer or supply the Office with the following to assist it in scoring this factor:**

- 2.1.** Please state or otherwise describe, as necessary, the product/consumer attributes of the Broadband Infrastructure comprising your Project, including but not limited to:

- 2.1.1.** Will you be advertising a Symmetrical Speed product?

Yes

- 2.1.2.** Please provide the estimated consumer cost per mbps per month of download speed of the top three Advertised Speeds that are likely to exist in the proposed Project Area:

Download speed	_____	mbps	/ \$	_____	per mbps
Download speed	_____	mbps	/ \$	_____	per mbps
Download speed	_____	mbps	/ \$	_____	per mbps

- 2.1.3.** How do Advertised Speeds compare to actual speeds?

Heartland's standard practice is to provision its middle-mile and second-mile network to exceed peak usage demands and to over-provision the last mile to the customer to account for standard overheads. This typically results in actual speeds equaling advertised speeds and at times even exceeding advertised speeds by roughly 5%.

(Maximum 1200 Characters / Actual = 330)

- 2.1.4.** Please describe your product's latency attributes.

Heartland's network in the proposed project area is 100% fiber-based; thus, one-way latency is extremely low, typically under three milliseconds.

(Maximum 1200 Characters / Actual = 145)

- 2.2.** Please describe how new speed tiers will be utilized by customers in the project Area. Specifically, please explain how different types of customers (e.g., homes, schools businesses, farms) are likely to utilize different speeds (e.g., streaming video content, distance education, telemedicine).

Currently, if broadband is even available, the best speeds that customers can get in the Project area are roughly 3 Mbps, which is woefully inadequate for almost all applications. We can't underestimate the impact that providing fiber-based Internet will have to those living and working in this area. For some families, this will truly be life changing. Think of the difference this will make for those that home school their children. No longer will they have to trek to town and use the public libraries internet but can sit at their kitchen table and educate their children. The same can be said for those that attend the local schools. The farming community will benefit tremendously. This Project area has many large swine feeding facilities with each literally housing thousands of animals. Farmers would love the ability to monitor these facilities via video feed and the proposed Project will allow this to happen. Netflix, Hulu, YouTube, video chatting with grandparents, gaming, healthcare monitoring and many other applications that most of us take for granted are currently not available to many of those that live in the Project area. Fiber based broadband will change all of that!

(Maximum 1200 Characters / Actual = 1195)



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### Exhibit C— Broadband Grants Program Qualitative Attributes Form

**Applicant Name:** Heartland Telecommunications Company of Iowa

#### 3. Relative Need for New Broadband and Existing Broadband Service Speeds

In addition to other factors described in the NOFA which take similar considerations into account, this factor takes into consideration the relative need for Broadband Infrastructure in the Project area and existing Broadband service speeds by considering, among other things, how geographically proximate the Project area is to other infrastructure that provides access to 25/3 Broadband and any buildout that has occurred since July 1, 2015 (the effective date of the data underlying the Broadband Availability Map). Also describe any related barriers to expansion/extension, and how the Project will positively affect any anchor institutions in the area (e.g., key businesses, schools, universities, libraries, hospitals). Generally speaking, Applications proposing the installation of Broadband Infrastructure in Targeted Service Areas further away from other geographic areas that already have access to 25/3 Broadband and that positively impact more anchor institutions will receive higher scores.

**Please answer or supply the Office with the following to assist it in scoring this factor:**

- 3.1.** Estimate (in miles) how close your proposed Project area is to other Broadband infrastructure that already facilitates 25/3 Broadband (e.g., geographic areas that already have access to 25/3 Broadband) and/or any known barriers that may inhibit the expansion or extension of pre-existing Broadband networks to your proposed Project area in a cost-effective manner. Please feel free to include screenshots from the Broadband Availability Map to support your answer.

As the incumbent provider, Heartland is the most logical, cost-effective option to provide a minimum 25/3 Broadband service to this Project area and plans to utilize its existing fiber transport infrastructure in the surrounding areas to cost-effectively bring Broadband service into the proposed Project area. The only other options that exist in the proposed Project area may be some fixed wireless offerings; however, those "solutions" do not currently provide 25/3 Broadband service and even if they were to upgrade their equipment on the towers, find additional tower locations to improve signal throughout the entire proposed Project area and increase their backhaul to handle the additional traffic, a fixed wireless solution is still a shared network among all users that will typically end up costing more than a fiber network over a 20-30 year period. Generally Broadband infrastructure exists within 5-7 miles of the proposed Project area; however, a resident may have to travel up to 15-20 miles to actually get access to a reliable, public Wi-Fi network provided, for example, at a library.

(Maximum 1200 Characters / Actual = 1103)

- 3.2.** How the Project will positively affect any anchor institutions in the area, if at all.

Heartland has always viewed anchor institutions as vital organizations in their respective communities; thus, we typically make them one of the first locations to have access to high-speed Broadband in an area which is the case for all the anchor institutions surrounding the Project area and even though there are no anchor institutions directly within the Project area, the indirect benefits to nearby anchor institutions is significant. For example, the proposed Project area is in the West Sioux High School district which has implemented a 1-to-1 initiative and yet when its students drive the 10-15 minutes back home they currently don't have sufficient Broadband access to complete their homework at home. This proposed Project will change that dynamic completely (see West Sioux letter of support). We have seen similar indirect benefits experienced by the local clinics and hospitals in the surrounding areas where Broadband is currently available, such as, online scheduling, web-based customer portals and other more advanced tele-health applications. This Project will bring those advanced applications directly into the homes of the residents within the proposed Project area.

(Maximum 1200 Characters / Actual = 1189)

- 3.3.** Have you previously sought and been granted a property tax exemption pursuant to Iowa Code section 427.1(40) for any proposed Broadband Infrastructure to be installed in Targeted Service Areas forming the basis of your Project?

No

- 3.4.** Do you intend to seek a property tax exemption pursuant to Iowa Code section 427.1(40) for any proposed Broadband Infrastructure to be installed in Targeted Service Areas forming the basis of your Project?

Yes

- 3.5.** Have you installed any Broadband Infrastructure since July 1, 2015, that would facilitate 25/3 Broadband in any of the Targeted Service Areas forming the Basis of your Project?

No

If "Yes," please identify the total number of Targeted Service Areas forming the basis of your Project in which you have installed Broadband Infrastructure that would facilitate 25/3 Broadband since July 1, 2015.

\_\_\_\_\_ # of Targeted Service Areas

#### 4. Deployment Timeline

This factor takes into consideration the Project delivery schedule/timeline. Applications proposing more aggressive initiation and completion dates will receive higher scores (the varying sizes and complexities of proposed Projects will be taken into consideration).

**Please answer the following to assist in scoring this factor:**



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### Exhibit C— Broadband Grants Program Qualitative Attributes Form

**Applicant Name:** Heartland Telecommunications Company of Iowa

- 4.1. Please state the date you anticipate your Project will commence: 8/1/2019
- 4.2. Please state the date you represent that your Project will be fully completed: 5/31/2020

(for purposes of this question, fully completed means service is available to the Broadband Units stated/represented in Exhibit B).

- 4.3. Please provide a high level Project overview, including a description of key Project timelines/milestones and of the complexities you anticipate encountering during deployment.

Heartland and its affiliated companies have undertaken multi-million dollar fiber-to-the-home projects every year since 2008 and we would utilize that vast experience throughout the entire Project process. In fact, with the staking process already completed, fiber available, and a contractor able and willing to start construction when the award is made, this Project could not be more "shovel ready". Specifically, we would anticipate construction (mainline first and then drops) to begin in August, 2019. Then in the fall, roughly October/November, we would bring in our fiber splicing contractor to splice and test all the fiber that was installed for the project. Between August and October we would also be ordering and installing the equipment in the central office. We would expect all the fiber to be spliced and tested by the end of the year. Finally starting in February, 2020 we would begin contacting customers and cutting over their locations to the new fiber optic network with estimated completion by the end of May, 2020. The biggest complexity that we would foresee encountering would be weather (i.e. rain) that would slow down construction.

(Maximum 1200 Characters / Actual = 1164)

#### 5. Economic Impact

This factor takes into consideration the economic impact the Project will have on the surrounding community(ies), including but not limited to jobs impact. Applications with a greater impact on jobs and/or that will best serve the agricultural community will receive higher scores.

**Please answer the following to assist in scoring this factor:**

- 5.1. Describe how your Project will generate new jobs in the Project area and the surrounding community(ies). Specific job-creation estimates and the specific methodology deployed to determine numbers may be provided, but are not required.

A Broadband infrastructure project of the magnitude of this proposed Project can have a significant impact on creating new jobs not only in the specific area of the proposed Project, but in the surrounding area as well. However, this is typically a very hard number to quantify because broadband infrastructure may not be the sole reason for a job to exist as there may be other contributing factors, yet if the broadband infrastructure didn't exist the company likely would not have located that new position there. Although difficult to specifically quantify the number of jobs created, yet understanding that there are likely many jobs that this broadband infrastructure will allow to be located in the Project area and the surrounding communities, there is one job estimation method that has been used in previous infrastructure grant scenarios. Under the American Recovery and Reinvestment Act of 2009 a formula was developed to estimate job-years created by government spending. It estimated that 1 job-year was created for every \$92,000 of government spending, thus our total project cost of \$2,024,354 would result in roughly 22 job-years created (direct & indirect).

(Maximum 1200 Characters / Actual = 1178)

- 5.2. Describe how your Project will impact the retention of existing jobs in the Project area and the surrounding community(ies). Specific job-retention numbers and the specific methodology deployed to determine numbers may be provided, but are not required.

While it is extremely difficult to estimate job retention, we do know that while construction is ongoing in this Project area there can be anywhere between 5 to 20 people working on the Project that would not be working in this area if this Project did not exist. One other specific area where job retention is likely to occur in the Project area as Broadband needs continue to increase is that of the telecommuter. Without access to a reliable Broadband connection, it is extremely unlikely that a telecommuter is able to retain their position with a company if there is a capable person with a reliable Broadband connection located elsewhere in the country. According to smallbiztrends.com, approximately 2.9% of the total US workforce works from home at least half of the time and according to the latest census bureau data, there are approximately 2.58 people per household. Given that unemployment in the Project area is 1.7%, or basically non-existent and if we even conservatively assume that there are only 1.5 people per household working, we can estimate that there are roughly 8.5 people working from home in the Project area and their jobs will be retained.

(Maximum 1200 Characters / Actual = 1172)

- 5.3. Describe how your Project will positively impact businesses (including agricultural operations) in the Project area and the surrounding community(ies).





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**Exhibit C— Broadband Grants Program Qualitative Attributes Form****Applicant Name: Heartland Telecommunications Company of Iowa**

Agriculture is big business in this Project area and this Project will have significant, positive impacts especially for the ag community, both directly and indirectly. Two great examples are detailed in the "FCS Letter of Support" and the "Iowa Farm Bureau Director Letter of Support", both included in response to question 1.3 in Exhibit C. In addition to what is described in those letters of support, this fiber project will vastly reduce the latency experienced by agricultural operations which will allow them to execute commodity trades more effectively when the market warrants and when seconds do make a difference. In addition, as equipment continues to get smarter this fiber network will allow for quicker uploads of big data from the fields when returning to the farmstead. Many other non-ag businesses will also benefit from this Project as they will be able to subscribe to speeds up to 1 Gigabit, symmetrical upon project completion. Their employees who live within this Project area will now also be able to utilize these increased speeds to work from home, even being able to VPN into their private network.

(Maximum 1200 Characters / Actual = 1131)

**6. Geographic Diversity**

NO RESPONSE REQUIRED/ACCEPTED FOR THIS SECTION. YOU DO NOT NEED TO SUPPLY INFORMATION TO ASSIST WITH THIS FACTOR BECAUSE THE OFFICE WILL USE DATA SUBMITTED ABOUT YOUR GEOGRAPHIC LOCATION TO EVALUATE THIS FACTOR. This factor takes into consideration the geographic diversity of the project areas of all proposed projects relative to each other in an effort to ensure projects Awarded funds are reasonably spread out across the State. Applications that propose Projects that overlap with other proposed projects or that are near other proposed projects may receive lower scores.

**You do not need to supply the Office with any information to assist it in scoring this factor. The Office will compare your Project area to other project areas after the Application deadline.**

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STATE OF IOWA

Jeff Franklin  
Interim Chief Information Officer

Exhibit D— Broadband Grants Program Budget Plan

Applicant Name: Heartland Telecommunications Company of Iowa

Enter data for all columns with a light gray heading and associated white cells. The dark shaded fields are calculated fields based on associated entry.

		Estimated: Provide Upon Grant Application			Actuals: Provide Upon Project Completion (Do NOT fill out as part of Application process)	
Category (A)	Description (Description of expense, quantity, etc...) (B)	Total Estimated Cost \$** (C)	Requested Grant Support % (up to 15%) (D)	Grant Request (Est Cost * Request %) (E)	Actual Cost \$ (F)	Grant Award (Min of Estimated or Actual Cost * Request %) (G)
Conduit			15.00%		\$0.00	\$0.00
Fiber/Copper			15.00%		\$0.00	\$0.00
OSP Engineering			0.00%		\$0.00	\$0.00
Design Engineering			0.00%		\$0.00	\$0.00
Construction Mgmt.			15.00%		\$0.00	\$0.00
Tower			0.00%		\$0.00	\$0.00
Antenna			0.00%		\$0.00	\$0.00
Boring			15.00%		\$0.00	\$0.00
Trenching			0.00%		\$0.00	\$0.00
Knifing			15.00%		\$0.00	\$0.00
Aerial Deployment / Make Ready			0.00%		\$0.00	\$0.00
Outside Plant			15.00%		\$0.00	\$0.00
Switching Equipment			0.00%		\$0.00	\$0.00
Routing Equipment			0.00%		\$0.00	\$0.00
Optical Equipment			15.00%		\$0.00	\$0.00
Customer Premise Equipment			15.00%		\$0.00	\$0.00
Other			0.00%		\$0.00	\$0.00
Totals	N/A	N/A	N/A	\$2,024,354.00	N/A	\$303,653.10
END OF DATA						

\* An Applicant must estimate its total Project costs in the form of Allowable Expenditures within the categories set forth in the table above. An Applicant may not include in its estimate of total Project costs or subsequently seek reimbursement for expenditures other than those within the categories above.

\*\* An Applicant may only subsequently seek reimbursement for its total estimated Project costs or total actual Project costs, whichever is less.

\*\*\* Except as otherwise and solely to the extent permitted by Iowa Administrative Code rule 129—22.4(5) and further described in NOFA Section 1.5, Allowable Expenditures may not include expenditures incurred for or related to Broadband Infrastructure to be installed outside of Targeted Service Areas. See the Exception Request Form, Exhibit D.1, for information on how to apply, in limited circumstances, for permission to include such expenditures in your Project costs.

\*\*\*\* In addition to supplying the Office with a revised Exhibit D, the Office may request additional records as deemed necessary by the Office to verify such claimed expenditures. Such records may include original invoices, original itemized receipts, copies of checks, check registers, or bank statements indicating credit card invoices were paid, or similar documentation. Grantees must keep proof of the incurrence and payment of any and all claimed expenditures.





KIM REYNOLDS, GOVERNOR  
ADAM GREGG, LT. GOVERNOR

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Exhibit D— Broadband Grants Program Budget Plan

**Applicant Name: Heartland Telecommunications Company of Iowa**

- 1) *Allowable Expenditures* . Grantee shall only be reimbursed for “**Allowable Expenditures**” actually and previously incurred by Grantee. “**Allowable Expenditures**” are Project expenditures that are:
- 1.1) Directly related to the installation of Broadband Infrastructure that facilitates 25/3 Broadband;
  - 1.2) Utilized for the installation of Broadband Infrastructure in Targeted Service Areas identified in the Application/forming the basis of the Project (except and solely to the extent as otherwise permitted by an exception granted to a Grantee by the Office as part of the Application process, as permitted by and in accordance with Iowa Administrative Code chapter 129—22 and the NOFA);
  - 1.3) Not incurred prior to the Effective Date.
- 2) Allowable Expenditures do not include expenditures that are:
- 2.1) Except for specific expenditures categories identified in the Budget Plan, related to land buildings, structures, improvements, or equipment not directly used in the transmission of data via Broadband;
  - 2.2) Related to the process of removing existing Broadband Infrastructure, fixtures, or other real property in preparation of the installation of the Broadband Infrastructure;
  - 2.3) Indirect labor costs and/or administrative overhead;
  - 2.4) Passthrough expenditures with respect to Grantee Contractors to the extent they are not the result of arm’s length transactions or are not reflective of fair-market rates.

The Office may deny a request for reimbursement for any expenditures that do not constitute Allowable Expenditures, and Grantee shall not otherwise be entitled to reimbursement for any such expenditures.

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KIM REYNOLDS, GOVERNOR  
ADAM GREGG, LT. GOVERNOR

STATE OF IOWA

Jeff Franklin  
Interim Chief Information Officer

Exhibit D.1 — Limited exception for Broadband Infrastructure Installed Outside of Targeted Service Areas

**Applicant Name: Heartland Telecommunications Company of Iowa**

Iowa Administrative Code rule 129-22.4(5) generally limits the use of grant funds to and for Broadband Infrastructure installed within a Targeted Service Area. Notwithstanding, the Office may, on a limited basis and in the office’s sole discretion, grant permission to Applicants for the utilization of grant funds for Broadband installed outside of Targeted Service Areas that facilitates or is essential to and inextricably intertwined with facilitating Broadband infrastructure within Targeted Service Areas forming the basis of the project. To apply for this Exception, Applicants need only fill out Exhibit D.1 in the Broadband Grants Core Application Workbook and submit it as part of their Application. The Office will only notify Applicants if their request for the Application of the limited exception is denied. If the Applicant does not hear from the Office, it should be assumed the request was approved. In the event a request for the Exception is denied, the Office will notify the Applicant and reserves the right to, in its sole discretion, permit the Applicant to withdraw or amend the Application. Any such amendment shall be limited to amending the Application to reflect changes directly resulting from the disallowed Project costs as it relates to the Exception.

1. Are you requesting permission to include expenditures incurred outside of Targeted Service Areas forming the basis of your Project within your total estimated Project Cost/allowable Expenditures?

No

2. Why is reimbursement for such Broadband Infrastructure facilitates and/or is essential to or inextricably intertwined with facilitating 25/3 Broadband in Targeted Service Area(s) forming the basis of your Project such that the related costs/expenditures cannot otherwise be excluded from your Application?

(Maximum 1200 Characters / Actual = 0)

3. Please identify and describe the specific methods/formulas you will utilize in proportionally allocating the costs of and for such Broadband Infrastructure installed outside of Targeted Service areas to Targeted Service Area(s) forming the basis of your Project to which Broadband service is facilitated by such Infrastructure. **Please note that the Office will confirm that the amounts claimed in the table below will be consistent with the methods/formula set forth in this section. Please also note that the Office reserves the right to determine whether the proposed methods/formula is reasonable, and the Applicant may be required to supply the Office with additional information as part of this process.**

(Maximum 1200 Characters / Actual = 0)



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Exhibit D.1 — Limited exception for Broadband Infrastructure Installed Outside of Targeted Service Areas

Applicant Name: Heartland Telecommunications Company of Iowa

4. Please identify all Allowable Expenditures within the categories set forth in the table above for the Broadband Infrastructure which you seek an exception:

Enter data for all columns with a light gray heading and associated white cells. The dark shaded fields are calculated fields based on associated entry.

are calculated fields based on associated entry.				Estimated: Provide Upon Grant Application				Actuals: Provide Upon Project Completion (Do NOT fill out as part of Application process)	
Category (A)	Description (Description of expense, quantity, etc...) (B)			Est. \$ Cost Located Outside TSA (C)	Proportionally Allocate Est. \$ Cost per Formula in Question 3 (D)	Requested Grant Support % (Up to 15%) (E)	Grant Request (Allocation \$ Cost * Request %) (F)	Actual Allocation \$ Cost Located Outside TSA Requested For Support (G)	Grant Award (Minimum Estimated and Actual Allocation \$ Request * Request %) (H)
Conduit				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Fiber/Copper				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
OSP Engineering				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Design Engineering				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Construction Mgmt.				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Tower				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Antenna				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Boring				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Trenching				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Knifing				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Aerial Deployment / Make Ready				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Outside Plant				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Switching Equipment				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Routing Equipment				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Optical Equipment				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Customer Premise Equipment				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Other				\$0.00	\$0.00	0.00%	\$0.00	\$0.00	\$0.00
Totals	N/A	N/A	N/A	\$0.00	* \$0.00	N/A	\$0.00	\$0.00	\$0.00
END OF DATA									

\* If this request for Exception is approved by the Office, then any proportionally allocated expenditures for Broadband Infrastructure located outside of a Targeted Service Area(s) forming the basis of an Application will be included in total project cost calculations for purposes of scoring the Application (e.g., the amounts included in Exhibit D + the amounts included in this Exhibit D.1). In the event a request for the Exception is denied, the Office will notify the Applicant and reserves the right to, in its sole discretion, permit the Applicant to withdraw or amend their Application.

\*\* Reference Exhibit D for further defintion on "Allowable Expenditures".

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