

**NC DIT GREAT Program**  
Growing Rural Economies with Access to Technology Program

Applicant Information	
Company Name	ZITEL LLC
Address	1123 CELEBRATION AVE STE 103 MONETA, VA 24121
Website	zitel.com
Federal Tax ID	
DUNS #	081215128
System Award Management (SAM.Gov) ID	bcamden@zitel.com

Authorized Representative		Authorized Representative (Alternative)	
Full Name	Brandon Camden	Full Name	Rodney Gray
Contact Title	President	Contact Title	COO
Phone Number	5404610800	Phone Number	5405890194
E-Mail	bcamden@zitel.com	E-Mail	rgray@zitel.com

Grant Administrator & Company Name(if applicable):

Full Name	
Contact Title	
Telephone	
E-Mail	
Website	
Federal Tax ID	
Address	

Project Information			
Project Title	Person County Phase 1		
Project Cost	\$5,789,389.5		
County	Person	Tier #	002
Estimated # of Households with improved access			2,765
Estimated # of businesses with improved access			192
Base Speed - Minimum Download/Upload			Greater than 100:100 Mbp

Project Description (provide a brief summary of the project)
<p>ZiTEL is pleased to offer a proposal for a broadband partnership to bring high speed Internet service to unserved and underserved areas of Person County through the utilization of the North Carolina Great Grants program and County ARPA funding. The past couple years, major obstacles have brought the spot light to the need of a localities' citizens to have reliable and fast broadband service. ZiTEL is committed to solving those problems in the rural areas of Virginia and now North Carolina. ZiTEL is proud to be a local company headquartered and based in Bedford County Virginia, and of our ongoing partnership with the rural localities in the commonwealth. As we expand our foot print to other rural areas in both Virginia and North Carolina, we have begun to developed a plan that we feel will exceed the needs of the citizens of Person County, and also fulfills the guidelines for Great Grants and possibly other State and Federal grant opportunities. We are a full fiber optic Internet service provider and we see the long term benefits of bringing fiber to the homes and businesses of Person County. Fiber Optic based services is the current and future pathway to affordable and future-proof internet service.</p> <p>ZiTEL's Proposal is a phase I recommendation of at least the 2126 unserved household count provided by the NCDIT website and other underserved addresses in the county's eligible areas. With the focused service areas on the Southern and Central section of the county. While all 2,957 addresses listed in this proposal are eligible for the Great Grants program based on survey and census results provided by NCONE and FCC mapping, the actual number of passings is approximately 5,804. This is the true reach of ZiTEL's proposal to the citizens of Person County that will have availability of our Fiber services for this 112.5 mile build.</p>

Has the applicant entered into a partnership for this project as defined in S.L. 2019-230?	Yes
Please Identify Partner	
Person County, North Carolina	

Checklist Details
1) Statement of Qualifications (Please provide a detailed description of qualifications and experience with the deployment of broadband):
ZiTEL, LLC 1123 Celebration Ave, Suite 103 Moneta, VA 24121

### Checklist Details

540-328-1970  
contact@zitel.com

ZiTEL was established in 2017 and is headquartered in Moneta, VA, turning up its first customers in 2019. We have reported FCC-477 reports in a timely manner bi-annually. In 2019 and 2020 ZiTEL was awarded Bedford Counties Phase II & III Broadband initiative with Cares Act Grant funding to complete an expansion to over 2400+ passings. Since those completions ZiTEL has partnered with the City of Danville Municipality to pass an additional 14,000 passings and donated an infrastructure build for the Nation Center for Health Veterans to expand our footprint into neighboring Campbell County. In 2021 ZiTEL was awarded the 2022 VATI award for Bedford County and are currently building that infrastructure and will have over 10,000 new passings and over 410 new route miles of infrastructure as a part of the universal coverage phase of their broadband initiative.

#### Key Personnel

Name	Title	Email Address	Phone Number
Brandon Camden	President/CEO	bcamden@zitel.com	540-328-1970 ext 110

Project Purview - Overall project design, budget management and overall operational control

Rodney Gray	COO	rgray@zitel.com	540-328-1970 ext 109
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Project Purview - Daily operations of installations and outside plant construction. Material procurement and inventory

Erik Happs	Construction Manager	ehapps@zitel.com	540-328-1970 ext 112
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Project Purview - Outside plant construction and main line design

Adam Bowyer	Director of Engineering	abowyer@zitel.com	540-328-1970 ext 108
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Project Purview - Point of presence design, equipment design configuration and installation, overall system architecture

Justice Camden	Quality Assurance Manager	jcamden@zitel.com	540-328-1970 ext 115
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Project Purview - Daily inspections of mainline construction and drops.

Dawna Lewis	Director of Customer Relations	dlewis@zitel.com	540-328-1970 ext 114
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Project Purview - Customer service, help desk supervision. Marketing and public relations

- At this time all Engineering Services, Design Services, and procurement Services will be performed by in-house staff. ZiTEL has a vast array of different partnerships and coalitions available to draw resources from if ever needed.
- Construction Services will be performed at an estimated split rate of distribution based on the below matrix.

#### Construction Matrix

Service	In-house Estimate	Sub-contractor Estimate
Main Line Buried	70%	30%
Main Line Aerial	100%	0%
Main Line Boring	90%	10%
Main Line Restoration	85%	15%
Drops	100%	0%
Splicing	100%	0%
Installation	100%	0%

#### 2) Assessment of the current level of broadband access in the proposed deployment area – supporting data may be uploaded if applicable:

All data downloaded from NC GREAT Grant Online Mapping Tool

AddressNC v1\_2Mar2022

FCC\_RDOF\_Auction\_904\_Results

Federal Broadband Grant Award Areas Combined

GREAT Grant Awarded Areas and Address Locations

GREAT\_IneligibleTracts\_2022

NC Broadband BlockSummary

NC Broadband Survey\_Pts

Combined all previous awarded areas and address locations from any previous federal grant award, previous great grant award, 904 results, and ineligible tracts into a single layer.

Excluded any BlockSummary, Survey Pts, or Address within the combined “Ineligible Master Layer”

Categorized BlockSummary layer and selected any address left within the Less than 25/3 and No Service blocks – created “Starting Addresses” layer

Selected any BlockSummary Greater than 25/3 with a survey result of No Internet, Under 25/3, and Under 25/3 (Fastest) response – created “Survey Address Blocks” layer

Combined – Starting Address and Survey Address Blocks - created “Eligible Addresses” layer.

Engineered Routes to target as many “Starting Addresses” first but expanded to include “Eligible Addresses” with a resulting Phase 1 path and optimized route for lowest cost per eligible passing.

#### 3)Description of Proposed Services, Advertised Speeds, and Pricing Structure for proposed broadband recipients in the eligible project area:

ZiTEL currently offers three speed tiers for fiber-to-the-home for residential customers as part of the ZiTEL Broadband package. They are Residential Essentials package at 101/101 Mbps for \$54.99/month, Residential Deluxe package at 300/300 Mbps for \$69.99 and Residential Extreme package at 1000/1000 Mbps for \$98.99/month. (All customers are provisioned at 105% of stated speed).

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ZiTEL currently offers three speed tiers for fiber-to-the-business for small and medium business customers as part of ZiTEL Broadband package, which are Business Essentials at 101/101 Mbps for \$98.99/month, Business Ultimate package at 500/500 Mbps for \$169.99 or Business Extreme at 1000/1000 Mbps for \$289.99/month. (All Customers are provisioned at 110% of stated speed).

Community Anchor institutions will be marketed with both the small business plans stated above as well as all with our Enterprise Fiber plans. These plans are variable in price based on construction costs, but essentially are \$1.00 per meg-a-bit of internet contracted in asynchronous speed up to 10gbs.

#### 4) Description of Adoption Plan:

If we are the GREAT Grant recipient, we have three-pronged marketing strategy for NC counties.

- 1.) We will be working with the local government to schedule learning sessions and seminars at local libraries to bring information to light about broadband. We will also work with the local government to schedule a public input forum prior to commencement of the construction to answer citizen's questions, let them study the maps of where the service is planned and express concerns over the construction process.
  - 2.) We are working with a regional partner for digital multimedia advertisement that can target specific areas of the proposed footprint with different marketing based on the digital footprint of the devices, whether TV commercials on the local channels or via social media geo-fenced targeted advertisement.
  - 3.) Nearer the completion of the project, we target on a more granular level for the marketing. We will hold meeting with various HOA organizations in the neighborhoods, place signage along construction areas, in accordance with NCDOT regulations, and deliver bulk mailings to the residents to encourage sign-ups and answer questions.
- ZiTEL is already a partner organization with the Affordable Connectivity Program, and we currently offer the Residential Basic package for those families that qualify per the FCC guidance. This package is a 50/10mps package, which is double the current FCC defined broadband standard, and available for \$29.99 per month, which will make the package free based on the ACP guidelines. ZiTEL also offers discounts on our packages for residential service for all current and former military personnel. ZiTEL is active in monitoring the FCC and other government department's guidance for programs that will facilitate equity in broadband so that we will be able to deliver affordable service to lower income families as needed.

#### By checking the appropriate box, you will upload the following documents:

5) Description of Project Area, Identification of locations to be served, relevant maps and mapping files:	<input checked="" type="checkbox"/>
6) If submitting other data sources, including field data, to identify unserved locations (households and businesses) outside of the fully unserved census blocks provided on the NC One Map, please provide a narrative describing your methodology for determining the proposed funding area is unserved and eligible for funding in this round.	<input checked="" type="checkbox"/>
7) Excel Spreadsheet (NO PDF) that itemizes the eligible activities and cost estimates. Please provide an explanation of how you estimated the costs:	<input checked="" type="checkbox"/>
8) Please provide your methodology or explanation of how you calculated cost per location (Households/Businesses):	<input checked="" type="checkbox"/>
9) Proof of Financial Solvency	<input checked="" type="checkbox"/>
10) Technical Report	<input checked="" type="checkbox"/>
11) Evidence of Support for the Project (i.e. Letter of Support)	<input checked="" type="checkbox"/>
12) Evidence or proof a partnership based on the definition in the guidance document and the authorizing legislation	<input checked="" type="checkbox"/>

#### SCORING

*The GREAT Program is a competitive grant program. Applications shall be scored based upon a system that awards a single point for criteria considered to be the minimum level for the provision of broadband service, with additional points awarded to criteria that exceed minimum levels. Applications receiving the highest score shall receive priority status for the awarding of grants.*

*The tool below is being provided to Applicants so that they may estimate their score to determine estimated match requirements. All final and official scores will be determined by the BIO during the review process.*

	Reviewer	Score
<b>a1) Partnership</b> - One point shall be given for a proposed partnership that will make available existing infrastructure that has been installed for the partner's enterprise, non-consumer broadband purposes, or any other property, buildings, or structures owned by the partner, for a proposed project.	Choose One	0
<b>a2) Partnership</b> - A county or nonprofit entity that proposes to provide a financial match shall be given one point. Notwithstanding Article 8 of Chapter 143 of the General Statutes, or any provision of law to the contrary, a county may use unrestricted general funds or federal American Rescue Plan Act (P.L. 117 1) funds allocated to it for the purpose of improving broadband infrastructure for a financial match.	Choose One	0
<b>a3) Partnership</b> - An applicant shall receive two additional points for a proposed partnership where the county's financial match is comprised entirely from federal American Rescue Plan Act (P.L. 117 2) funds intended for broadband infrastructure.	Choose One	0

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<b>b) Unserved Households(HH)</b> – Using most recent FCC Data or other information or supporting data, <b>estimated number of unserved households within the eligible county (TIER ONE)</b>	500 or Less	1
<b>c) Unserved Households (HH) to be Served</b> – Using most recent FCC Data or other information supporting data, <b>the percentage of the total unserved households with the eligible project area</b>	Less than 15%	1
<b>d) Unserved Business</b> – Using most recent FCC Data or other information by NC BIO, provide broadband service to unserved business within eligible county (TIER ONE) and project area (Documentation)	1 and 4	1
<b>e1) Piedmont or Coastal Plain Region</b>	Choose One	
<b>e2) Mountain Region</b>	Choose One	
<b>f) Base Speed - Min Download : Upload</b>	100:20 Mbps to 100:100 Mbps	1.00
<b>Total Score</b>		<b>3</b>
<b>g) Community Broadband Plan defined by NCBIO</b>	No	0
<b>h1)</b> For counties that received an aggregate of eight million dollars (\$8,000,000) or more directly from the federal government, the following points shall be added to the application score:	Choose One	
<b>h2)</b> For counties that (i) received less than an aggregate of eight million dollars (\$8,000,000) directly from the federal government from the American Rescue Plan Act (P.L. 117 2) and (ii) are providing a portion of a project's matching funds using the entirety of the federal funds the county received, together with any other unrestricted general fund monies, if needed, the following points shall be added to the application score:	Choose One	
<b>i1)</b> Are the matching funds partially comprised of ARPA funds a county received directly from US Treasury?	Choose One	
<b>i2)</b> Are the matching funds entirely comprised of ARPA funds a county received directly from US Treasury?	Choose One	
<b>Final Score</b>		<b>3</b>

*List all expenses related to the project, the amount of each expense, and the corresponding funding source(s) in the table below. The table should include all of the eligible costs such as: installation, acquiring or updating easements, equipment, fiber, construction, backhaul infrastructure for the end user, and testing costs. Ineligible costs should not be included in the project budget. The table should clearly show all planned expenditures and all funding sources for the project.*

Reviewer Score:	3	Matching Requirement (%):	50%
Based on your scoring matrix, Your minimum match requirements:			\$0
Total Project Cost:	\$5,789,389.5	Grant Amount Requested (\$):	\$0

Please indicate which documents were submitted with your application, by checking the appropriate box.

~ Reference guidelines booklet for document details ~

1) <b>Excel Spreadsheet (NO PDF)</b> that itemizes the eligible activities and cost estimates. Please provide an explanation of how you estimated the costs	<input type="checkbox"/>
2) What is the total cost per location for the project? Please provide your methodology or explanation of how you calculated cost per location (Households/Businesses)	<input type="checkbox"/>
3) Proof of Financial Solvency	<input type="checkbox"/>

Project Expense	GREAT Funds	Matching Funds	Total
Easements (one-time fees)			0
Materials (fiber, equipment, etc.)			0
Construction/Installation			0
Testing			0
Engineering			0
Lease/Collocation Fees (one-time fees)			0
Other 1			0
Other 2			0
Other 3			0



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Total Eligible Project Cost			0
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#### Company Certifications

1	Overdue Tax Debts	Does the Company or the Related Member(s) currently have any overdue tax debts with any City, Town or County in, or with the State of North Carolina?	No
2	Occupational Safety and Health Act Violations	Does the Company, or the Related Member(s) have any citation under the Occupational Safety and Health Act that have become a final order within the past three years for willful serious violations or for failing to abate serious violations?	No
3	Loan Defaults	Is the Company, or the Related Member(s) currently in default on any loan or grant previously made by the State of North Carolina?	No
4	Incentive History	Has the Company, or Related Member(s) ever defaulted on an economic development grant or incentive or been sued by a grantor with respect to an economic development grant or incentive from the State of North Carolina?	No
5	Creditor Losses, Litigation, Government Investigations	Has any member of management or any principal of the Company, or the Related Member(s) been involved in a financial reorganization, a bankruptcy, or other situation that led to losses by creditors or bond buyers, investor lawsuits, or government investigation alleging fraud or impropriety?	No
6	Pending or Threatened Litigation	Is the Company, or Related Member(s) subject to any claim, suit, action, proceeding, or government investigation that is pending or threatened that, individually or in the aggregate, would reasonably be expected to have a material adverse effect on the proposed grantee's finances or operations or the ability to conduct the proposed project, or that would reasonably be expected to impact the NC DIT's decision to award a grant?	No

#### Internet Service Provider (ISP) Certification and Attestation

The attached statements and exhibits are hereby made part of this application, and the undersigned representative of the applicant certifies that the information in this application and the attached statements and exhibits are true, correct, and complete to the best of the signatory's knowledge and belief. The signatory further certifies:

1. as Authorized Representative, the signatory has been authorized to file this application by formal action of the governing body;
2. agrees that if a grant is awarded, the applicant will provide proper and timely submittal of all documentation requested by the Grantor Agency;
3. that the applicant has substantially complied with or will comply with all federal, state, and local laws, rules, regulations, and ordinances as applicable to this project;
4. that the applicant certifies the financial and organizational strength regarding the ability to successfully meet the terms of the grant requirements and the ability to meet the potential for repayment of grant funds; and
5. attests that the proposed project area is eligible.

#### Authorized Representative

Name:	Brandon Camden	Title:	President	Date:	05/04/2022
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