

**ANNUAL PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION****General Information****1. Federal Agency and Organizational Element to Which Report is Submitted**

Department of Commerce, National Telecommunications and Information Administration

**2. Award Identification Number**

01-43-B10577

**3. DUNS Number**

062620604

**4. Recipient Organization**

Economic and Community Affairs, Alabama Department of 401 Adams Ave, Montgomery, AL 361044325

**5. Current Reporting Period End Date (MM/DD/YYYY)**

12-31-2011

**6. Is this the last Annual Report of the Award Period?**

Yes     No

**7. Certification:** I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.

**7a. Typed or Printed Name and Title of Certifying Official**

Jessica Dent

**7c. Telephone (area code, number and extension)****7d. Email Address**

jessica.dent@adeca.alabama.gov

**7b. Signature of Certifying Official**

Submitted Electronically

**7e. Date Report Submitted (MM/DD/YYYY):**

02-24-2012

**PROJECT INDICATORS****1. Does your Sustainable Broadband Adoption (SBA) project foster a particular broadband technology or technologies? If so, please describe this technology (or technologies) (**600 words or less**).**

This project does not foster any one broadband technology over another. The purpose of this project is to bridge the digital divide by developing and delivering awareness campaigns and interactive training modules to boost broadband subscribership in underserved communities. This initiative will educate and train end-users in the social and economic benefits and practical applications of broadband and will foster a climate that continues to promote supply (of any technology that provides broadband) where there is demand.

**2a. Please list all of the broadband equipment and/or supplies you have purchased during the most recent calendar year using BTOP grant funds or other (matching) funds, including any customer premises equipment or end-user devices. If additional space is needed, please attach a list of equipment and/or supplies. Please also describe how the equipment and supplies have been deployed (**100 words or less**).**

Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
n/a	0	0	0	
<b>Totals</b>		0	0	
<a href="#">Add Equipment</a>		<a href="#">Remove Equipment</a>		

**2b. To the extent you distribute equipment/supplies to beneficiaries of your project, please describe the equipment/supplies you distribute, the quantities distributed, and the specific populations to whom the equipment/supplies are distributed (**600 words or less**).**

Equipment and supplies are not distributed through our program. Awareness campaign materials will be distributed to the stakeholder groups and partners of the project. As these materials are developed and dispersed we will track materials distributed.

**3. For SBA access and training provided with BTOP grant funds, please provide the information below. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent calendar year. For each type of training (other than open access), please count only the participants who completed the course.**

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Open Lab Access	0	0	0
Multimedia	0	0	0
Office Skills	0	0	0
ESL	0	0	0
GED	0	0	0
College Preparatory Training	0	0	0
Basic Internet and Computer Use	0	0	0
Certified Training Programs	0	0	0
Other (please specify): Train the Trainer for CECs	67	0	0
<b>Total</b>	67	0	0

**4. Please describe key economic and social successes of your project during the past year, and why you believe the project is successful thus far (**600 words or less**).**

Each of AL's 67 counties has a County Extension Advisory Board (CEAB), which includes leaders of community anchor institutions. CEABs will serve in an advisory capacity to support local broadband training and awareness and help select the training modules that best meet local needs. The training of the County Extension Coordinators (CECs) as trainers and facilitators ensures local assets, resources and institutions are continually engaged (beyond the grant term) to support sustainable broadband adoption. Championed by CECs, County Extension Advisory Boards and other partners with intimate knowledge of communities and connections to existing assets have already been engaged in identifying content that is relevant to the modules. The boards representing: schools, housing projects, libraries, hospitals and clinics, emergency management authorities, corrections and public safety departments, community colleges, entities supporting low-income individuals and less-abled populations, seniors, local development organizations, county commissions, city councils, and other community service entities demonstrates social success as we are building support the modules prior to the full release of the modules, indicating we will have enthusiastic participation from the communities.

This initiative will include a local awareness campaigns with mascots Izzy and Buzzy, who are already being received well within the communities. These campaigns are targeted to meet the needs of community anchor institutions, vulnerable populations and job creation and training entities.

**5. Please estimate the level of broadband adoption in the community(ies) and/or area(s) your project serves, explain your methodology for estimating the level of broadband adoption, and explain changes in the broadband adoption level, if any, since the project began.**

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception ( <b>600 words or less</b> ).
56	<p>Utilizing the U.S. Census Bureau, Current Population Survey School Enrollment and Internet Use Supplement in 2009 during the application our adoption rate was 48% in 2010 it was 56%. The project will measure future subscription rates using the data providers submit to the State Broadband Initiative to measure subscription rates. In 2009, 2,742,000 (61.7%; US Census Bureau, Oct 2009) of Alabamians age 3 and older were broadband subscribers. Based on recent trends and ARRA investments, we anticipate an increase to 70.0% (368,860 subscribers) by the end of the project period, or September 30, 2012, with an estimated 29.7% of this growth resulting from ARRA stimulus efforts. This increase translates into 109,551 new subscribers. We applied an adjusted average AL household size of 2.39 (Conversions attached) to convert this into 46,029 household subscriptions. We will continue to monitor census and other related subscribership data. According to the November 2011 Exploring the Digital Nation Alabama has increased to 56% vs. the November 2010 Exploring the Digital Nation which was at 48%, creating an overall increase of 8%.</p> <p>There will also be a survey given upon the completion of each training module session. These surveys will measure the impact the training may have had to increase participants likelihood to subscribe to broadband. Each partner and stakeholder providing training will deliver the surveys and report the results to Auburn University ECDI and to Connecting Alabama.</p> <p>Surveys will also be given to the target populations in March 2012, and again in 2013. Target population stakeholders assisting in the delivery of the surveys include, Alabama Institute for Deaf and Blind, Alabama Community Action Agencies, Hispanic Coalition of Alabama, Alabama Community Leadership Network, the Poarch Creek Indian Nation, and Alabama's AARP community. The survey's will be given through SurveyMonkey, an online survey program, which will provide immediate analysis and will allow survey to survey comparison in 2013.</p> <p>Using EMSI's Strategic Advantage input-output modeling software, ECDI can project total (i.e. direct + indirect) gains or losses in jobs, sales, and earnings due to changes in the broadband industry. In addition, ECDI has created fiscal impact projection formulas to generate estimates of sales, property, income, and occupation tax revenues and abatements based upon adoption of broadband technology. Using this economic impact methodology, we will be able to measure job and employment growth based on growth / changes in the broadband industry during the project time period, thereby measuring the impact of our project efforts upon the overall ARRA stimulus objectives. The project will also use the EMSI software to measure changes in sales and subscription as related to the broadband industry. All of these measurements will be evaluated at the county, regional, and statewide level.</p>

**6. Please describe the two most common barriers to broadband adoption that you have experienced this year in connection with your project. What steps did you take to address them (**600 words or less**)?**

The principal barriers in Alabama are access and adoption. Across our state we still have a great number of people that do not see the need for using broadband or the internet. Since the Cooperative Extension Coordinators have been trained we hearing the buzz about broadband, excitement for the trainings are growing. The Project is also working in conjunction with the Comprehensive Community Infrastructure Awardees in Alabama to provide targeted trainings in the areas that are receiving connectivity. Through the State Broadband Initiative local Broadband Action Teams, we are bringing awareness of the availability of the modules and training. As for access, since this project is funded to the State Broadband Initiative Agency, we are constantly informing providers information on areas that have demand but have no coverage, we are also working at the local level to bring awareness to many issues that prevent adoption, education and understanding. The local action teams will be utilizing the modules as they are developed to educate and inform target groups within the community.

**7. To the extent that you have made any subcontracts or sub grants, please provide the number of subcontracts or sub grants that have been made to socially and economically disadvantaged small business (SDB) concerns as defined by section 8(a) of the Small Business Act, 15 U.S.C. 647, as modified by NTIA's adoption of an alternative small business size standard for use in BTOP. Please also provide the names of these SDB entities. (**150 words or less**)**

n/a

**8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (**900 words or less**).**

Partnerships and Stakeholders are the key to any project. We have continuously kept them informed, even when there have been delays. Seeking input and comments on all components of the project has mitigated any issues that could have arose between partners.