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) 12-31-2012	**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 Wendy Hester	**7c. Telephone (area code, number and extension)** 334-353-3431
	7d. Email Address Wendy.Hester@adeca.alabama.gov
7b. Signature of Certifying Official Submitted Electronically	**7e. Date Report Submitted (MM/DD/YYYY):** 02-19-2013

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 should educate and train end-users in the social and economic benefits and practical application of broadband and should foster a climate that continues to promote supply (of 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	As the prime recipient, we do not purchase equipment
Totals		0	0	

Add Equipment	Remove Equipment

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 at the prime recipient level. Awareness campaign materials are purchased and distributed at the subrecipient level. Auburn University (AU), the subrecipient of the Alabama Department of Economic and Community Affairs (ADECA), procured and distributed awareness postcards (70,000) and posters (2,500) to the 67 County Extension Coordinators (CECs) in the State.

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 <u>cumulatively</u> 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 <u>completed</u> 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	355	240	480
Certified Training Programs	0	0	0
Other (please specify): Train the Trainers	201	201	1,608
Total	556	441	2,088

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).

The Broadband/Telehealth Summit was held in October 2012 and was well attended by partners and stakeholders. The "Innovate Alabama" report was released in October. This document lays out the strategic framework for the broadband plan for Alabama. All of Alabama's 67 counties has a County Extension Advisory Board (CEAB), which includes leaders of community anchor institutions. CEABs 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 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 (600 words or less).
56	During the final quarter of 2012, an administrative change was made in the position of the Executive Director position. Currently, the position is being filled by an Interim Director and a search is being performed for a permanent Executive Director. No changes have been made in the methodology of estimating the level of broadband adoption since the project began. The Alabama Department of Economic Affairs (ADECA) Broadband staff members are working with our subrecipient, Auburn University (AU) Economic and Community Development Institute (ECDI) related to the methodology used to determine broadband adoption. Currently, Economic Modeling Software, Inc.(EMSI) Strategic Advantage input-output modeling software, will be used by ECDI to project total gains and losses in jobs, sales, and earnings due to changes in the broadband industry. These evaluations will be done at the county, regional and statewide level. In order to measure our target audience's awareness of advantages and potential applications of broadband, we will work with project partners/ supporters to measure awareness before the campaign is launched and measure it again near the end of the project. Increases in visits to the Connecting Alabama website will be monitored and will be referenced in marketing campaigns. It is our intent to verify measurements through the use of Federal and state data sources and broadband industry trends and forecasts as input into ECDI's EMSI software.

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 are hearing the buzz about broadband, and the 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. At the end of the year, it was determined that a change would be made in the Director's position. Currently, the position is being filled by an Interim Executive Director. We anticipate that this program will be be reinvigorated in the first quarter of the calendar year when a new Executive Director is named.