

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 12-43-B10554	3. DUNS Number 025637356
4. Recipient Organization TAMPA HOUSING AUTHORITY 1529 W MAIN ST, TAMPA, FL 336074415		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2011	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </p>	
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 Rosa Hill Grants Coordinator	7c. Telephone (area code, number and extension) 813-253-0551 X132	
	7d. Email Address rosah@thaf1.com	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-14-2012	

PROJECT INDICATORS																																																
<p>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). N/A</p>																																																
<p>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).</p> <table border="1"> <thead> <tr> <th>Manufacturer</th> <th>Item</th> <th>Unit Cost per Item</th> <th>Number of Units</th> <th>Narrative description of how the equipment and supplies were deployed</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td>0</td> <td>0</td> <td>0</td> <td>N/A</td> </tr> <tr> <td colspan="2">Totals</td> <td>0</td> <td>0</td> <td></td> </tr> </tbody> </table> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> Add Equipment Remove Equipment </div>					Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed	N/A	0	0	0	N/A	Totals		0	0																														
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<p>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).</p> <p>-Tampa Housing Authority implemented a Pilot Program Initiative where computers were installed as appliances in 197 households within two (2) self-sufficiency communities within public housing property, Sanctuary at Shimberg Estates (78 units) and Arbors at Padget Estates (119 units). The implementation of the Pilot Program provides residents access to comprehensive computer training, digital literacy training, employment, education, job training, and health care initiatives. The 3554 successful modem installations completed by the contracted provider, Bright House Networks in year two (2), quarter one (1), include the 197 kiosk units installed.</p>																																																
<p>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.</p> <table border="1"> <thead> <tr> <th>Types of Access or Training</th> <th>Number of People Targeted</th> <th>Number of People Participating</th> <th>Total Training Hours Offered</th> </tr> </thead> <tbody> <tr> <td>Open Lab Access</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Multimedia</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Office Skills</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>ESL</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>GED</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>College Preparatory Training</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Basic Internet and Computer Use</td> <td>1,295</td> <td>283</td> <td>390</td> </tr> <tr> <td>Certified Training Programs</td> <td>150</td> <td>9</td> <td>126</td> </tr> <tr> <td>Other (please specify):</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Total</td> <td>1,445</td> <td>292</td> <td>516</td> </tr> </tbody> </table>					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	1,295	283	390	Certified Training Programs	150	9	126	Other (please specify):	0	0	0	Total	1,445	292	516
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<p>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).</p> <p>During BTOP year 2011, Tampa Housing Authority has achieved the following:</p> <ul style="list-style-type: none"> -Installation of 197 wood framed kiosks units completed. -Installation of 3554 modems completed by contracted provider, Bright House Networks. -Completed pre-assessments capturing historical data on the knowledge families have of broadband internet services, their current access to computers, and requirements for special needs classes. -Basic Computer Training classes began February 17, 2011 and are being provided in both English and Spanish. -Tampa Housing Authority developed a WEB Portal comprised of quick links allowing residents within the public housing community to 																																																

obtain information on self improvement and self-sufficiency opportunities offered through Tampa Housing Authority, as well as contribute to the technological advancement in internet usage.

- Tampa Housing Authority performed multiple flyer distributions containing information on training opportunities, low cost computer purchase information, and transportation to various training sites.
- Tampa Housing Authority has sold a total of 69 refurbished computers to individual families including residents living within our senior developments who have completed a minimum of six hours of basic computer training. A total of 266 families (197 installed as amenities and 69 purchased) have access to computers placed in their homes, allowing for increased computer competence as well as access to education and employment opportunities, with the ultimate goal of assisting with self-sufficiency.
- Tampa Housing Authority has trained a total of 283 residents in the public housing communities.
- Tampa Housing Authority is now hosting regular computer fairs to promote basic computer training and advertise and also have available low cost refurbished computers for residents to purchase.
- Tampa Housing Authority has organized a BTOP Team consisting of various staff members to assist in the multiple tasks required to complete different facets of the grant.
- Three (3) Computer Technicians Interns received employment through Computer Mentors, and five (5) residents who completed A+ Certification training were hired as Computer Technicians to fulfill the Maintenance of Broadband (MOB Squad) obligations to provide client support and technical issue resolution.

The project has been successful thus far, because residents are taking advantage of basic computer classes free of charge, significantly enhancing their technological abilities, thus bridging the digital divide. Although the numbers are not considerable at this time, residents are using their \$50.00 voucher after completing six hours of basic computer training, to purchase refurbished computers at an exceedingly low cost. In addition, seniors are conquering their fear of technology and are enjoying the opportunities being offered to equip them with the technological knowledge needed to be self sufficient in the 21st Century. Lastly, public housing residents have received employment through this grant initiative allowing residents the opportunity to develop skills in order to be prepared for the workforce.

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).
100	<p>The Tampa Housing Authority, along with 15 partner organizations, and support from Senator Bill Nelson, Congresswoman Kathy Castor and Tampa's former Mayor Pam Iorio, created AccessALL Tampa. AccessALL Tampa is a project that creates technologically smart communities within 23 public housing communities (3430 housing units/more than 7000 residents) while creating a minimum of 12 direct jobs and increasing the employability skills of hundreds of residents. A total of 3554 modem installations were completed by contracted provider, Bright House Networks, which represents 124 more modems (household served) than the 3430 indicated in the grant application.</p> <p>Tampa Housing Authority's adoption level is 100% complete due to the fact this Broadband initiative targets only 23 public housing communities.</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)?

One of the barriers experienced this year is getting residents of public housing motivated and involved in their own self growth by taking advantage of free basic computer training and purchasing a computer at an incredibly low price.

Another barrier experienced involved computer training partner agency, Computer Mentors. According to feedback by residents attending the computer fairs, and residents who have purchased the refurbished computers, the quality of the computers were not satisfactory. This most likely contributed to the lack of interest portrayed by the residents in purchasing a computer, thus, downgrading the incentive of receiving a voucher after completing a free basic computer training class.

One of the steps taken to eliminate barriers, was to organized a BTOP Team consisting of various staff members to assist in the multiple tasks required to complete different facets of the grant. The organization of this team brought in new marketing ideas on how to engage the interest of residents and also proliferate the quantity of door to door flyer distributions for greater results.

Also, to bring quality computer products to residents, Tampa Housing Authority is in the process of hiring a new computer training partner agency. The new agency will provide more modern, up-to-date systems with availability to more products (such as lap-tops), in addition to basic computer training which will be offered. The number of computer purchases should increase when residents are provided with products of value.

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)

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

One of the major lessons learned is that residents of public housing are a much more difficult community to serve than residents of the broader community. Therefore, the incentive of free internet access for two years would have been more efficient if it was offered after free basic computer training was completed rather than before. The number of residents trained and purchasing computers would have been much greater than it is currently.

Also, when entering into an agreement with a computer partner agency, products should be examined/inspected beforehand to ensure that residents are receiving quality merchandise.