

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 05/09/2012

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

QUARTERLY 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 25-43-B10010	3. DUNS Number 956072490
4. Recipient Organization University of Massachusetts Lowell 600 Suffolk Street, 2nd Floor, Lowell, MA 01854		
5. Current Reporting Period End Date (MM/DD/YYYY) 03-31-2012	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> 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 Carol McDonough	7c. Telephone (area code, number and extension) 978-934-2784	
	7d. Email Address Carol_McDonough@uml.edu	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 05-09-2012	

Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (600 words or less).

Trainings continue with our partner sites, and we continue to expand into other community partners as well. To date 6,657 seniors, unemployed young adults and at-risk teens have been trained for 11,299.18 total training hours.

We have experienced a continued increase in broadband adoption due to our efforts. We have been tracking the increase in subscriptions through our training with participants, outreach, and strengthening the wireless connection in downtown Lowell. We have also been getting the word out about Comcast's Internet Essentials Program, which provides low-cost broadband to families with children in the federal lunch program. Within the past month, we have assisted six individuals with applying for this program, and we have discussed the program with community partners such as Community Teamwork Inc., Boys and Girls Club, and Elder Services of Merrimack Valley. We expect subscription rates to continue to rise.

We have purchased a computer for Mary Immaculate Health Care so that the seniors there can receive broadband trainings, and we are working towards beginning our computer/broadband trainings with this group. We are on-track to get a trainer through orientation, and into Mary Immaculate in the upcoming weeks.

Our Program Manager has started meeting with the trainers and our contacts at the community partner sites. The purpose of these meetings is two-fold: to discuss wrapping up trainings in the upcoming months, and to determine ways that BTOP can be helpful as we wrap up. For instance, some sites have requested that we leave behind work sheets, which can be helpful, particularly in the senior centers, when participants wish to practice what they have learned outside of class. Our partners at Community Teamwork, Inc. have suggested creating and posting instructional videos on our website. That way, when someone is struggling with Excel, for example, we have brief videos that they can refer to.

Our subcontractee, the United Teen Equality Center (UTEC), has made large strides this quarter with outreach and trainings to other community agencies. For instance, they are now working with young parents through Catholic Charities in Lowell. These are young parents in need of their General Education Development (GED), and transitional assistance. UTEC trainers have been working with these young parents on resume building, searching and applying for jobs via the internet, and also on being a conscientious user of the internet, particularly with social media. Furthermore, young adults in the mixed media program at UTEC continue to learn about computers and technology as a means for a career. Recently Governor Deval Patrick visited UTEC, which the mixed media group filmed, edited, and posted online.

2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	75	
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below
2.c.	Awareness Campaigns	-	Progress reported in Question 4 below
2.d.	Outreach Activities	-	Progress reported in Question 4 below
2.e.	Training Programs	-	Progress reported in Question 4 below
2.f.	Other (please specify):	-	Progress reported in Question 4 below

3. Please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

We continue to lag below projected milestone completion rates because the program was not fully launched until the second quarter of 2010. No federal funds were expended in the first quarter of 2010. We expect to fully complete the program by the fourth quarter of 2012.

January was a particularly slow month for our project, for a few reasons. One of our community partner sites requested significant time off from trainings during the month, due to low overall participation in center-wide events. This particular site, Lawrence Senior Center, tends to have high enrollment in our computer classes, and an extended period without these classes meant a slight drop in participation numbers. Furthermore, some classes at various sites needed to be canceled due to illness, at times sickness among participants and other times due to the trainer being sick.

Trainings were on track for February and March and our trainings for the quarter met and in some instances exceeded our expectations.

4a. In the chart below, please provide the requested information on your BTOP grant-funded SBA activities. Please also provide a short description of the activity (600 words or less). Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please ensure that the numbers of new household subscribers and business or community anchor institution (CAI) subscribers reflected in the "Total" row represent the unduplicated number of new subscribers that can be attributed to your SBA project as a whole.

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Training	Partner Sites	Hands-on broadband trainings with a focus on employment skills and health information.	2,311	6,657	2,116	0
Awareness	Greater Merrimack Valley	Public information regarding broadband technology as critical to modern life and discussion of specific benefits a wired life will bring.	206,223	87,379	785	0
Outreach	Greater Merrimack Valley	Public information about UMass Lowell BTOP and specific program offerings.	607,497	136,852	216	0
Other	Downtown Lowell	Installation of wireless routers in downtown Lowell for public access.	859	367	367	0
Other	Greater Merrimack Valley	Assisting community members in applying for Comcast's Internet Essentials Program	16	16	6	0
Total:			816,906	231,271	3,490	0

4b. Please describe your method for determining the number of households, businesses, and/or (CAIs) subscribing to broadband as a result of your SBA programs (600 words or less).

From our pre-test surveys we determined that 52% of those surveyed reported that they did not use the internet. Furthermore, 61.2% of our training participants (who we did not physically sign up for a broadband program) reported that due to our trainings they would be "likely" to sign up for broadband. Therefore, we calculated that 61.2% of the 52% or 31.8% of our participants would likely subscribe to broadband as a result of our trainings (6,657 participants x 31.8% = total is 2,116). This percentage is similar to other estimated adoption percentages for similar populations (PEW Research Center, 2009). Please note, that we have administered additional surveys since the last quarter, however the percentages of participants who reported being likely to subscribe to broadband as a result of our trainings was not statistically different from the previously reported percentages, which is why we continue to use the same formula.

Our trainers have also personally assisted individuals in purchasing broadband, and we have counted those individuals as well (8 in total). Trainers have assisted participants by helping them find the right provider, navigating contracts, and even assisting some individuals in set-up and start-up of broadband in their own homes.

In addition, we are able to count the number of people using the wireless routers we installed in downtown Lowell. From this list we determined how many individuals signed onto the system at least twice, and counted these individuals as subscribers (367 in total).

Furthermore, our first public service announcement has been airing on-loop since April, and our second in September. We are confident that at least .75 of those who have viewed the PSAs have subscribed to broadband. Furthermore, we continue our efforts in leaving informational brochures at local libraries. We are confident that at least .75 of individuals who use the public libraries have subscribed to broadband as a result of our efforts. We were also featured as a significant community partner to the Lawrence Senior Center in the bilingual newspaper Rumbo, distributed to the greater Lawrence area. We are confident, given the respect both the Senior Center and Rumbo have in the larger community, that this write-up influenced at least .75 of the population to subscribe to broadband service.

In Q3Y2 we held a public forum on broadband and broadband providers, which was taped and aired in November and December on public access in the town of Chelmsford. We are confident that at least 10% of the population of Chelmsford viewed our forum, and as a result 5% of those who viewed our event subscribed to broadband.

We have also been working to get the word out about Comcast's Internet Essentials Program, and also to assist community members in applying for this low-cost internet program. We have fielded questions regarding eligibility and the application process. To date, we have assisted 6 individuals in applying for Comcast's Internet Essentials Program.

4c. Please provide a narrative explanation if the total number of new subscribers is different from the targets provided in your baseline plan (600 words or less).

We are very close to the number of new subscribers we had projected in our baseline plan. While we provide information and technical assistance when possible for participants, we cannot control the cost of broadband, which has been cited in our surveys often as a prohibitive factor in purchasing broadband. We continue our work to install additional wireless routers downtown, but the wireless connection is still limited to a particular area of town, limiting the number of people who are able to access it. Since last quarter we have made progress on outreach in regards to Comcast's Internet Essentials Program, which has resulted in new subscribers. We continue to receive a number of calls from interested households.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 0	Businesses and CAIs : 0
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Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

We plan to be in Mary Immaculate by the end of next quarter, and conducting trainings there until the end of the third quarter. Also, we will be wrapping up with some of our community partner sites by the end of next quarter.

We have also been in discussion with a representative from Senator Finegold's office about giving a presentation to a community agency that is interested in beginning to offer computer and internet literacy trainings to the Lawrence community. We would speak to this agency about BTOP's experiences with creating and implementing trainings, and connecting with interested community partners. This would allow us to continue outreach into the local community, and spread awareness about the many benefits of being connected.

2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "0" in the second column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	85	
2.b.	Equipment Purchases	-	Milestone Data Not Required
2.c.	Awareness Campaigns	-	Milestone Data Not Required
2.d.	Outreach Activities	-	Milestone Data Not Required
2.e.	Training Programs	-	Milestone Data Not Required
2.f.	Other (please specify):	-	Milestone Data Not Required

3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Since some of our student trainers have recently completed their degrees, and others are finishing in May, we anticipate that we may lose trainers prematurely due to job searching. Hopefully we are able to wrap up with our community partner sites with the same trainers who have been working there all along, but if not we will be able to move trainers around for the final training sessions.

Sustainable Broadband Adoption Budget Execution Details

Activity Based Expenditures (Sustainable Broadband Adoption)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Budget for Entire Project				Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	\$316,877	\$68,819	\$248,058	\$256,161	\$72,520	\$183,641	\$286,520	\$72,520	\$214,000
b. Fringe Benefits	\$36,813	\$4,252	\$32,560	\$33,902	\$7,647	\$26,255	\$38,651	\$8,049	\$30,602
c. Travel	\$1,050	\$0	\$1,050	\$1,130	\$0	\$1,130	\$1,130	\$0	\$1,130
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$69,300	\$4,400	\$64,900	\$58,801	\$2,475	\$56,326	\$60,000	\$2,475	\$57,525
f. Contractual	\$332,283	\$118,527	\$213,756	\$231,497	\$103,432	\$128,065	\$280,000	\$103,432	\$176,568
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$11,050	\$0	\$11,050	\$1,500	\$0	\$1,500	\$1,500	\$0	\$1,500
i. Total Direct Charges (sum of a through h)	\$767,373	\$195,998	\$571,374	\$582,991	\$186,074	\$396,917	\$667,801	\$186,476	\$481,325
j. Indirect Charges	\$211,714	\$0	\$211,714	\$149,801	\$0	\$149,801	\$168,176	\$0	\$168,176
k. TOTALS (sum of i and j)	\$979,087	\$195,998	\$783,088	\$732,792	\$186,074	\$546,718	\$835,977	\$186,476	\$649,501

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: \$0	b. Program Income to Date: \$0
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