

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 04/30/2013

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) 03-31-2013	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): 04-30-2013	

Project Indicators (This Quarter)

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

Through Q1 2013, UML BTOP has trained approximately more than seniors, young adults and at-risk teens on how to use broadband and the advantages of broadband use. Training sites have included senior centers in Lawrence, Salisbury and Amesbury, MA, the Chelmsford MA public library, the United Teen Equality Center (UTEC) in Lowell MA and Mary Immaculate Health Services in Lawrence MA.

There have been tremendous technological advances and increases in market competition in the broadband industry since we began our program. Smartphones and almost ubiquitous WiFi have increased broadband access and, in instances, reduced its costs. Therefore, for the Q1 2013 extension phase of the program, we have scaled back the program to enable us to target resistant pockets of broadband non-use, which exist now primarily among seniors. We are running training programs for seniors at the Amesbury Senior Center and the Chelmsford Public Library. Based upon the surveys that we had conducted in the earlier quarters, we learned that seniors who do not use broadband are non-users because they are afraid of the technology and have no one to introduce them to broadband and to answer their questions, or cannot afford broadband, or do not feel the need to access the internet. Rather than appear dumb or inadequate, some seniors choose not to reach out and acknowledge their need for broadband training. During this quarter, we have adopted a small group or even a one-on-one approach to broadband training. This approach has proved to be successful in drawing seniors into the program and subsequently having them subscribe to broadband service.

Our program is reaching out to seniors with handicaps. During this quarter, we conducted a low-vision seminar at our Amesbury location and we are exploring the possibility of doing so at our Chelmsford location. Moreover, our Amesbury trainer is an expert in internet use for low-vision seniors. For handouts, surveys, and computer training sessions, the margins and font sizes are adjusted to make our materials more usable by low-vision seniors.

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	94	
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).

Because in Q1 2013, we are reaching out to train seniors who have not been swept into the broadband revolution, we need to train one on one or in very small groups. Therefore, the training numbers that we report tend to understate the intensity of our efforts.

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	9,131	2,903	0

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
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.	617,146	141,676	266	0
Other	Downtown Lowell	Installation of wireless routers in downtown Lowell for public access.	1,649	663	663	0
Other	Greater Merrimack Valley	Assisting community members in applying for Comcast's Internet Essentials Program and assisting community members in subscribing to broadband	32	20	45	0
Total:			827,361	238,869	4,662	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 (9,131 participants x 31.8% = total is 2,903). 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 previous quarters, 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 (45 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 (663 in total).

Furthermore, our first public service announcement has been airing on-loop since April 2011, and our second in September 2011. 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. The partnership between BTOP and the Amesbury Council on Aging was featured in an article the in the Newburyport newspaper The Daily News. With a daily circulation rate of 9,649 we are confident that at least half of the people receiving this newspaper read this particular article, and around 1% of those individuals are likely to have signed up for broadband as a result of our efforts to promote the benefits of being connected.

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 worked 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 and we have assisted 20 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).

The total number of new subscribers is below the targets provided in our baseline plan. We believe this is because the population in Massachusetts has a higher rate of broadband use (86.2%) than the overall United States (78%) and because tremendous technological advances have taken place since BTOP commenced in 2010. WiFi access is increasingly available and as a result, some potential subscribers rely on WiFi access to the internet. Moreover, the introduction of smart phones has also to some extent reduced the potential market for landline broadband. These technological advances have reduced the pool of potential new

broadband subscribers. However, these advances have also increased the importance of the BTOP program, because they have widened the digital divide between broadband users and nonusers and have increased the need for everyone in the population to have broadband access. Our survey results indicate that there are several non-user groups: those who do not know how to use a computer and have obstacles in the way of learning the way others have learned, those who cannot afford a computer and broadband access, and finally, those who believe they will not benefit from using the internet. . During the extension phase of the program, we are focusing our training on resistant pockets of non-use among seniors, as noted above. Our surveys show that seniors who can afford broadband access often do not subscribe because of the fear of the new technology and the fear of appearing inadequate to others. Using a highly labor-intensive approach, sometimes one on one, we have had excellent success in having these seniors subscribe to broadband. However, highly labor-intensive training yields fewer subscribers per training hour.

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).
As we continue to seek out resistant non-users among seniors, we hope to do more with adaptive technology such as our low-vision work. We anticipate offering low-vision seminars in Chelmsford at our partner site and if possible at the Lowell Senior Center.

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	97	
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).

We have two strong trainers and two highly cooperative partner sites. We do not anticipate any challenges with the ongoing training and hope to be able to provide broadband information to seniors in other Merrimack Valley cities and towns. As we wind down the program, we expect to allocate resources to the analysis of our survey information so that we can share what we have learned about promoting broadband subscription and use.

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	\$317,131	\$79,551	\$237,580	\$338,360	\$82,070	\$256,290
b. Fringe Benefits	\$36,813	\$4,252	\$32,560	\$43,342	\$8,708	\$34,634	\$44,066	\$9,190	\$34,876
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	\$58,801	\$2,475	\$56,326
f. Contractual	\$332,283	\$118,527	\$213,756	\$314,688	\$103,432	\$211,256	\$314,688	\$103,432	\$211,256
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	\$736,592	\$194,166	\$542,426	\$758,545	\$197,167	\$561,378
j. Indirect Charges	\$211,714	\$0	\$211,714	\$183,432	\$0	\$183,432	\$193,097	\$0	\$193,097
k. TOTALS (sum of i and j)	\$979,087	\$195,998	\$783,088	\$920,024	\$194,166	\$725,858	\$951,642	\$197,167	\$754,475

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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