

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 01/13/2014

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 6/30/2015

### QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

#### General Information

<b>1. Federal Agency and Organizational Element to Which Report is Submitted</b> Department of Commerce, National Telecommunications and Information Administration	<b>2. Award Identification Number</b> 25-43-B10010	<b>3. DUNS Number</b> 956072490
<b>4. Recipient Organization</b>  University of Massachusetts Lowell 600 Suffolk Street, 2nd Floor, Lowell, MA 01854		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 09-30-2013	<b>6. Is this the last Report of the Award Period?</b>  <input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>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.</b>		
<b>7a. Typed or Printed Name and Title of Certifying Official</b>  Carol McDonough	<b>7c. Telephone (area code, number and extension)</b>  978-934-2784	
	<b>7d. Email Address</b>  Carol_McDonough@uml.edu	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  01-13-2014	

**Project Indicators (This Quarter)**

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

During the extension phase of this grant, we focused on training non-internet using seniors, since this group has been shown to be resistant to internet usage. Our research has found that this resistance is often not driven by economic factors, so much as by fear of new technologies or concerns about inadequacies. Our training sites were the Amesbury MA Senior Center and the Chelmsford MA Public Library. Using experienced graduate-level trainers, we utilized a small-group or a one-on-one approach to broadband training. During the third and final quarter, we trained a total of twenty-four seniors, with a drop out rate of less than ten percent. In post-training surveys during 2013, all (100%) trainees reported that they are now much more likely or somewhat more likely to use the internet. Ninety-one percent (91%) of trainees who did not have broadband in their homes before participating in the training program responded that they were very likely or somewhat likely now to subscribe to broadband service. We have also begun to analyze survey information from our trainees during the first three years of the grant using the logit statistical model, which generates results on probabilities. Our preliminary findings show that young trainees are more likely to use broadband after training than older trainees. Education increases the probability of post-training broadband use. We have also found that the primary reasons why trainees who had not used the internet pre-training plan to do so post-training are greater comfort level, greater awareness of what broadband has to offer, and greater awareness of how using broadband can save time. All these findings are statistically significant at standard levels.

**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	100	
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 we are training seniors using a very labor-intensive method, our training numbers tend to understate the intensity of our efforts and accomplishments. As we neared completion of the grant, we did not want to begin training seniors whose skillset we would not be able to bring to a basic level of competency. Therefore, we decided not to enroll new trainees whose training cannot be completed by August 31, 2013.

**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 training	10,056	9,101	2,893	0
Awareness	Greater Merrimack Valley	Public information regarding broadband and discussion of the benefits of broadband	206,223	87,379	785	0
Outreach	Greater Merrimack Valley	Public information about BTOP and specific program offerings	617,146	141,676	266	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
Other	Downtown Lowell	Installation of wireless routers in downtown Lowell for public broadband access	1,862	1,100	1,100	0
Other	Greater Merrimack Valley	Assisting community members in applying for Comcast Internet Essentials program and assisting community members in subscribing to broadband.	250	45	45	0
Other One on One Training	Senior Center Chelmsford Public Library	Provide one-on-one training to seniors with no or limited broadband skills	150	75	35	0
<b>Total:</b>			<b>835,687</b>	<b>239,376</b>	<b>5,124</b>	<b>0</b>

**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 overall participants would likely subscribe to broadband as a result of our trainings. We used a percentage of 20 % for the assisted living facility and a percentage of almost fifty percent for extension-phase small group and one-on-one senior training. These percentages are similar to other estimated adoption percentages for similar populations (PEW Research Center, 2009). 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 (60 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 (1100 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 focused 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.**

<b>Households:</b> 0	<b>Businesses and CAIs :</b> 0
----------------------	--------------------------------

**Project Indicators (Next Quarter)**

**1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).**  
 This report is on the last quarter of our grant. From September 30, 2013 to closing, we are reviewing and analyzing the program results.

**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	100	
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).**  
 na

**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	\$344,499	\$68,819	\$263,142	\$344,499	\$81,357	\$263,142	\$0	\$0	\$0
b. Fringe Benefits	\$43,711	\$4,252	\$34,977	\$43,711	\$8,734	\$34,977	\$0	\$0	\$0
c. Travel	\$1,130	\$0	\$1,130	\$1,130	\$0	\$1,130	\$0	\$0	\$0
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$59,300	\$4,400	\$56,826	\$59,300	\$2,475	\$56,826	\$0	\$0	\$0
f. Contractual	\$314,688	\$118,527	\$211,256	\$314,688	\$103,432	\$211,256	\$0	\$0	\$0
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$1,500	\$0	\$1,500	\$1,500	\$0	\$1,500	\$0	\$0	\$0
i. Total Direct Charges (sum of a through h)	\$764,828	\$195,998	\$568,831	\$764,828	\$195,998	\$568,831	\$0	\$0	\$0
j. Indirect Charges	\$196,898	\$0	\$196,898	\$196,898	\$0	\$196,898			
k. TOTALS (sum of i and j)	\$961,726	\$195,998	\$765,729	\$961,726	\$195,998	\$765,729	\$0	\$0	\$0

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
---	--------------------------------