

RECIPIENT NAME: Connected Living, INC.

AWARD NUMBER: 25-43-B10574

DATE: 05/16/2012

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-B10574	3. DUNS Number 859935004
4. Recipient Organization Connected Living, INC. 300 CONGRESS ST STE 406, QUINCY, MA 02196		
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 Patti Holbrook	7c. Telephone (area code, number and extension)	
	7d. Email Address pholbrook@mywayvillage.com	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 05-16-2012	

Project Indicators (This Quarter)

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

During the previous quarter, Connected Living surpassed 4000+ unique training participants in program classes, passing the first of 3 primary goals of the grant. Graduations continue to be facilitated across program sites and program sustainability rests on the 8+8 Volunteer Program Trainers (Resident Volunteers) as they maintain program site open labs and beginner training classes.

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	80	This project is on track
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 challenge ourselves with new ways to increase broadband adoption among program participants. Most recently we learned that the "contract" associated with broadband acquisition, is often the reason program graduates shy away from broadband purchase, whether due to lack of legal contract understanding, cost of initial installation, or poor credit history. This challenged us to find non-contracted broadband options, so that program participants can still subscribe to broadband, using a more flexible basis.

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
8+8 Volunteer Training Program	Chicago (5), Oak Park (1), Morris (1), Mazon (1), Kankakee (2), Rockford (3), Joliet (2), Rock Island (2), Moline (2), Kewanee (2), DeKalb (1)	During the Quarter, we continue the transition to a Volunteer Training Model through the implementation of our 8+8 Volunteer Training program (for both Collaborator Buildings and Outreach Partners). We continue to identify and train qualified Resident or neighborhood volunteers who demonstrate the skillset to train others, while exhibiting the commitment needed to minimally sustain the level of training in the Collaborator buildings. We are having a bit of a challenge with turn over in this area but continue to find new volunteers to transition into this position	0	18	0	0
Awareness Events	Chicago (5), Oak Park (1), Morris (1), Mazon (1), Kankakee (2), Rockford (3), Joliet (2), Rock Island (2), Moline (2), Kewanee (2), DeKalb (1)	The program continues to host Launch events for new External Outreach programs, which brings awareness of the training opportunities to local neighborhood or constituent members. In addition, Graduations are held to celebrate participant Computer & Broadband Independence for both Collaborator and existing External Outreach participants. These graduation events are heartfelt and often represent a good opportunity to introduce this program to new potential participants (friends and family members).	2,684	1,786	0	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
Resident Training Programs	Chicago (5), Oak Park (1), Morris (1), Mazon (1), Kankakee (2), Rockford (3), Joliet (2), Rock Island (2), Moline (2), Kewanee (2), DeKalb (1)	We continue to offer formalized training programs in collaborator buildings utilizing regional community program managers and resident volunteers as trainers.	2,684	1,812	967	22
Outreach Training Programs	Collaborator Buildings, Neighborhoods surrounding Collaborator Buildings and nearby Anchor Institutions	We continue to increase the reach of our outreach training programs through Awareness campaigns and referral marketing.	47,000	2,224	838	1
Dissemination Website & Blog	Chicago (5), Oak Park (1), Morris (1), Mazon (1), Kankakee (2), Rockford (3), Joliet (2), Rock Island (2), Moline (2), Kewanee (2), DeKalb (1)	The dissemination website and blog continues to update real-time stories and information relative to seniors use of broadband. This information is contributed by residents, Connected Living staff, as well as external parties, and brings a host of information – in that some of the contributors work in the senior industry and some are broadband advocates or involved in broadband initiatives. The combination of entries makes the website/blog an unbiased representation of the impact of broadband relative to senior's lives.	0	0	0	0
Awareness Activities	Northern Illinois	The Awareness activities continue to focus on both marketing and presentations. The marketing focuses on gaining new program participants from the pools of both Collaborator building residents and External Outreach neighborhood constituents. The presentations, primarily designed for purposes of dissemination and awareness are delivered by BTOP Leadership Team members, and focus on the introduction of the BTOP program to influencers, whether they be politically connected, potential External Outreach Partners, or simply need greater awareness of federal and statewide-based broadband initiatives.	0	1,008,725	0	0
Total:			52,368	1,014,565	1,805	23

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).

The clear majority of the households or CAIs that subscribe to broadband as a result of our SBA programs reside in the low income housing buildings where we conduct our training. Our project attempts to conduct a survey of each resident (to determine, among other things, whether the resident is a current broadband subscriber) to establish a baseline of broadband usage. As the resident trainee proceeds through our program and passes a computer and Internet proficiency evaluation, they receive a discounted computer and a free broadband connection for the duration of this grant program. We certify with the Collaborator that the assessed resident is now "connected" to the building's broadband and has their own broadband account. As to those enrolled as "outreach" trainees, they must provide the project team with proof that they have enrolled, so that we can have an accurate accounting of the number of new broadband subscribers.

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).

N/A

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

Households: 967

Businesses and CAIs : 23

Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).
 In the next quarter we will attempt to increase outreach program sites and collaborator building resident participation in order to meet program certification and broadband subscriber targets.

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	90	No variance - we are on track
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 continue to challenge ourselves with new ways to increase broadband adoption among program participants. Most recently we learned that the "contract" associated with broadband acquisition, is often the reason program graduates shy away from broadband purchase, whether due to lack of legal contract understanding, cost of initial installation, or poor credit history. This challenged us to find non-contracted broadband options, so that program participants can still subscribe to broadband, using a more flexible basis.

