

RECIPIENT NAME:New Mexico State Library

AWARD NUMBER: 35-43-B10002

DATE: 11/21/2012

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

### 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> 35-43-B10002	<b>3. DUNS Number</b> 783998099
<b>4. Recipient Organization</b>  New Mexico State Library 1209 Camino Carlos Rey, Santa Fe, NM 87507		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 09-30-2012	<b>6. Is this the last Report of the Award Period?</b>  <input type="radio"/> Yes <input checked="" 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>  Devon Skeele	<b>7c. Telephone (area code, number and extension)</b>  505-476-9762	
	<b>7d. Email Address</b>  devon.skeele@state.nm.us	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  11-21-2012	

**Project Indicators (This Quarter)**

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

The Fast Forward New Mexico project had a total of 5522 participants at the end of 2012 Quarter 3. FFNM has focused on subscribership and sustainability during this reporting period. Project staff worked with Comcast of New Mexico to sponsor a public outreach event and to provide additional digital literacy training in Albuquerque, NM. During Q3, FFNM conducted trainings in Las Cruces, Truth or Consequences, Carlsbad, and Albuquerque for a total of 470 participants, 3520 hours of class and 50 training sessions. Elected officials, state library representatives, and other project partners participated in the Kick-off event held in Carlsbad, NM on July 28, 2012 and in Albuquerque on September 19, 2012. FFNM staff and project partners also held a statewide summit on August 3, 2012.

**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	76	Project Staff are working with Project Partners to finalize project activities in order to comply with all grant requirements and to expend all grant funds.
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).**

Trainers did not encounter any major obstacles. However, inadequate and slow broadband connection at training venues seemed to continue to be a recurring issue.

**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
Marketing and Outreach, one-on-one meetings	Las Cruces, Carlsbad, Truth or Consequences and Albuquerque	In Q3, we reached 85,000 New Mexicans. Through radio, we reached 30,000 in the Las Cruces area, 10,000 in the Carlsbad area and 3,000 in the Truth or Consequences area. We reached over 1,000 in social media, blogs, and newsletters in the identified communities. Additionally, thousands were reached with ads that were run in the Carlsbad newspaper and on cable TV, and in the Truth or Consequence newspaper. Posters and brochures were placed in towns and seen by 10,000. In Albuquerque, news stories about Digital Literacy Day and the Broadband Summit reached many of this city's population of over 500,000.	0	0	0	0
<b>Total:</b>			<b>0</b>	<b>0</b>	<b>0</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).**

Project staff is working with Project Partners to identify the number of households and businesses to broadband as a result of the

program. We are awaiting the final results from the data that is currently being collected from all training participants to determine the number of individuals who subscribed to broadband as a result of the FFNM training 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).**

Fast Forward New Mexico measures three types of broadband adopters or subscribers. 1. Subscribers: A homeowner or businessowner who, previous to FFNM presence did not have broadband and now has purchased broadband services from a provider (ISP). 2. Subscribers who increase access: a subscriber who more frequently accesses broadband and increases the value he or she places on internet access. 3. Non Subscribers who increase access: a non subscriber who more frequently access broadband (through another's subscription) and increases the value he or she places on internet access. To measure subscribers, subscribers who increase access and non subscribers who increase access, FFNM surveys training participants before and after training. In addition, FFNM continues to work with Comcast to offer reduced subscriber fees and to provide reduced price computers to families that qualify for the free and reduced lunch program in targeted communities. Currently, these families are able to participate in Comcast's Internet Essentials program for a low price of \$9.95 a month and to purchase a notebook computer for \$150.00.

**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).**

During Q4, the NM State Library's Project Staff and Project Partners are focusing on finalizing the grant project by completing the project assessment and all final project activities.

**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	83	Project Staff are working with Project Partners to finalize project activities in order to comply with all grant requirements and to expend all grant funds.
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).**

No challenges or issues are anticipated. We continue to explore other funding opportunities and corporate sponsorship to ensure program sustainability.

