

RECIPIENT NAME:NEW YORK, CITY OF

AWARD NUMBER: 36-43-B10565

DATE: 05/09/2013

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> 36-43-B10565	<b>3. DUNS Number</b> 884226288
<b>4. Recipient Organization</b>  NEW YORK, CITY OF 75 PARK PL, NEW YORK, NY 10007-2549		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 03-31-2013	<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>  Leonie Gordon	<b>7c. Telephone (area code, number and extension)</b>	
	<b>7d. Email Address</b>  legordon@doitt.nyc.gov	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  05-09-2013	

**Project Indicators (This Quarter)**

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

During the quarter, the New York City Department of Information Technology and Telecommunications:

- Continued to implement and refine administrative processes by providing programmatic oversight / support to the NYC Connected Foundations program.
- Collaborated with the Department of Education (DOE) on the monitoring of programmatic goals surrounding broadband adoption goals and program expenditures.
- Worked with partners to plan the execution of the BTOP TV Program launch, DoITT website launch and marketing outreach campaign event at Gracie Mansion on Wednesday, April 10, 2013.
- Engaged in open discussions with partners on sustainability planning post BTOP grant funding.

During the quarter, the Department of Education:

- Implemented the “Digital Literacies” course and DIG/IT web environment at 64 high schools. The schools included 38 transfer schools, 12 Young Adult Borough Centers (YABCs), 9 Expanded Success Initiative (ESI) schools, and 5 iLearnNYC lab sites.
- Partnered with CFY, the program delivered netbook computers and offered discounted broadband to 2,011 students.
- Collaborated with Teaching Matters to provide professional development to teachers on blended learning strategies (i.e. classroom facilitation, student coaching, technology skill development) on the web, in after-school workshops as well as on-site coaching via lesson planning, modeling and co-teaching.

**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	88	Expenditures lag behind projected Baseline Plan by 7% (Baseline was 95%). The City uses a reimbursement payment method and reports on a cash basis, only after payments have been made.
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).**

Expenditures increased during the reporting quarter however, we were unable to fully report on all expenses due to prior contracting delays that impacted program roll-out schedule at the onset of the grant.

**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
DIG/IT Expos/ Computer Distribution	64High Schools (Transfers, YABCs, EDIs and iLearn Lab sites) located across New York City Borouhgs.	DIG/IT Expos which includes the provision of net-books, training, surveys, contract completion and initiation of discount broadband enrollment by families.	9,571	6,316	1,759	0
<b>Total:</b>			<b>9,571</b>	<b>6,316</b>	<b>1,759</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).**

Our measurement methodology involves estimating both (A) "New Subscribers" by families who had not adopted broadband upon program initiation and (B) "Net Subscribers" by families who had broadband adoption upon program initiation and were retained on broadband as a result of the program.

We will measure New Subscribers who did not have residential broadband before the Connected Foundations program and who subsequently signed up after the student participated in the Digital Literacies course. CFY generates a unique CFY ID for every student served. This CFY ID is used during the family registration and pre-survey process and is also permanently affixed to the free computer. At the DIG/IT Expo, CFY gathers basic information for every CFY ID, ID where the student assents to their participation, including technology adoption status and phone numbers, and follows up with Expo participants approximately three months later, via phone, to determine whether they have subscribed to broadband services.

To estimate Net Subscribers, CFY conducts phone surveys (approximately one year after the DIG/IT Expo) of families who were broadband subscribers (and assented to survey participation) at the time of the workshop. This data, compared to typical broadband retention rates of low-income families, is used to determine the number of families who have become Net Adopters.

**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 of 1,759 is less than our projected baseline report amount of 2,891 because 1) we have found that families were adopting broadband at a higher rate than expected prior to enrolling in the program, and 2) the actual number of families being served as of the end of the quarter is lower than projected. To date, we have found that 52% of families already subscribe to broadband at home, whereas we projected only 45% would be subscribers. The DOE hopes to mitigate these low broadband adoption yields by expanding broadband program in existing schools and adding new schools in order to serve more students and families. In addition, based on post-Expo sampling surveys of families via CFY, it is estimated that 88% of families who were non-broadband subscribers at the time of the Expos have subscribed to broadband.

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

Households: 117

Businesses and CAIs : 0

**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, DoITT plans to:

- Continue to implement and refine administrative processes.
- Collaborate with DOE and program partners to review remaining program and expenditure forecast through end of grant/closeout.
- Execute campaign outreach event at Gracie Mansion for all program partners,students involved in the making of the TV program and local community partners.
- Launch the NYC TV program and DoITT BTOP website on NYC Connected Programs to publicly highlight the impact of broadband adoption and digital literacies courses among New York City high school students and their families. NYC TV program launch dates includes: 4/25/13, 4/26/13 and 4/27/13.
- Finalize its sustainability plans with DOE and its partners.

• Work with DOE on initiating program evaluation requirement as well as document best practices, lessons learned and programmatic achievement.

In the next quarter, The DOE plans to:

- Continue to implement Digital Literacies and new blended courses in 63 schools.
- Conduct DIG/IT Expos, deliver computers and facilitate broadband adoption at each school site.
- Continue to partner with CFY to offer a "high-speed internet extension" program through TWC and Cablevision discounts to the entire community at participating schools.
- Provide professional development and instructional coaching to all participating teachers.

**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	91	Expenditures lag behind projected Baseline Plan by 9% ( Baseline was 100%). The City uses a reimbursement payment method and reports on a cash basis., only after payments have been made.
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).**

DoITT anticipates no challenges or issues during the next quarter that may impact planned project against the projected milestones.

**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	\$0	\$0	\$0	\$56,387	\$31,310	\$25,077	\$65,017	\$31,310	\$33,707
b. Fringe Benefits	\$0	\$0	\$0	\$25,937	\$14,402	\$11,535	\$29,816	\$14,402	\$15,414
c. Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
f. Contractual	\$126,714	\$0	\$126,714	\$84,700	\$0	\$84,700	\$120,700	\$0	\$120,700
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$8,334,798	\$2,499,388	\$5,835,410	\$7,306,095	\$2,453,676	\$4,852,419	\$7,540,061	\$2,453,676	\$5,086,385
i. Total Direct Charges (sum of a through h)	\$8,461,512	\$2,499,388	\$5,962,124	\$7,473,119	\$2,499,388	\$4,973,731	\$7,755,594	\$2,499,388	\$5,256,206
j. Indirect Charges									
k. TOTALS (sum of i and j)	\$8,461,512	\$2,499,388	\$5,962,124	\$7,473,119	\$2,499,388	\$4,973,731	\$7,755,594	\$2,499,388	\$5,256,206

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