AWARD NUMBER: 42-43-B10571

DATE: 05/21/2012

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	2. Award Identification Number	3. DUNS Number
Department of Commerce, National Telecommunications and Information Administration	**42-43-B10571**	**077064095**

4. Recipient Organization

Urban Affairs Coalition 1207 Chestnut Street Suite 700, Philadelphia, PA 19107-4101

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
03-31-2012	◯ Yes ⦿ 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	7c. Telephone (area code, number and extension)
Kate Rivera	
	7d. Email Address
	krivera@uac.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	05-21-2012

Project Indicators (This Quarter)

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

This quarter, our program provided 38,102 hours of training to over 4,239 participants. This brings our total since inception to 107,776 hours of training delivered to 10,097 participants. That figure includes 529 participants and 14,029 hours delivered through supervised self-guided online learning, not included in section 4a below. Sub-recipient Drexel University distributed 895 netbooks this quarter to Philadelphia Housing Authority residents who completed computer training, bringing the total since inception to 1,774 netbooks.

Our public transportation advertising campaign launched, with KEYSPOT ads on buses, bus shelters, and in the subway. The focus of this campaign is to build overall awareness of the partnership and our services, with 748,448 "eyes on impressions" per week. Our awareness efforts are now focused on planning for Philly Tech Week, a series of events occurring in April. We are co-sponsoring the "Access" track and hosting a number of events highlighting our work and how organizations in Philadelphia can collaborate close the digital divide.

We have made continued progress with sub-recipient Open Technology Initiative (OTI) on finalizing an evaluation plan as well as an exit survey instrument. OTI completed a qualitative report summarizing partnership successes and challenges for 2011 as well as recommendations going forward.

In January we held a "Trainer's Roundtable" for instructors and facility assistants throughout the partnership to network and share best practices. The event was attended by approximately 80 people and feedback was overwhelmingly positive. We are organizing a second roundtable, to be held next quarter.

Also in January we assisted in organizing the 17th Annual Greater Philadelphia Martin Luther King Day of Service, by hosting a Digital Job Fair. See our blog for a participant testimonial http://www.phillykeyspots.org/blog/digital-job-fair-overcomes-online-career-development-gap.

In March, UAC organized and hosted a partnership update celebration. We provided an update on overall partnership goals and gave partners the opportunity to share presentations and videos about their work.

Sub-recipient Drexel University, through their partners the Community College of Philadelphia and the Philadelphia Housing Authority, held a special class as part of a Center for Literacy GED program. At the end of the 2-day, four-hour sessions, residents received their netbooks and indicated that they would use their new tools to assist them with finding supplemental GED course information. Drexel hired Community Educator Coordinator to oversee Broadband Ambassadors program and training, and Senior Web Architect to bring more website maintenance and development functions in-house and provide LMS expertise.

Sub-recipient Philadelphia FIGHT revised their model for training delivery to help with retention by increasing the numbers of hours dedicated to each multi-session class, and increasing the number of one-session workshops that introduce and promote other classes. The longer class schedule provides additional practice time and reduces the time spent in enrollment activities. The workshops help people who can't commit to a multi-session class gain knowledge on difference computer related subjects, and piques the interest of students who then express interest in enrolling in regular classes. FIGHT also began developing and testing some computer-based tutorials. FIGHT provided additional workshops and activities around job search and job readiness based on community feedback. They created a "Job Binder," along with Get to Work class, for use in youth program which contains a list of available job opportunities that are a good fit for the students that attend the class. When implemented, 8 students were called for interviews and 4 obtained employment. FIGHT began delivering training at Liberty Resources, an organization that promotes independent living for persons with disabilities.

Many sub-recipients are beginning to offer new classes, such as podcasting, MS Word, MS Excel, job prep, etc for clients that have completed basic training and requested more.

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**	37	Due to a late start and implementation challenges, spending and deliverables are lower than initially anticipated at this stage. We are rapidly ramping up training and working with sub-recipients on prompt invoicing to address these challenges.

		Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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).

Although training and spending deliverables are still below original projections, we have made significant progress in ramping up in these areas, and are seeing a tremendous increase in delivery of services and associated spending.

While we have not yet made a large dent in the number of subscribers, we have made great strides in developing a method for delivering low-cost broadband effectively in Philadelphia. We are pleased and excited that after nearly a year of discussions and negotiations, we have signed agreements to offer Clear Wi-Max service, through Mobile Citizen, to participants in the Freedom Rings Partnership for $14.95 per month. The service will be installed and administered by Wilco Electronic Systems, a minority-owned cable provider that focuses on providing services to low-income Philadelphia residents. We will be piloting the broadband offering in Q2 2012, and expect to fully roll out the program by Q3 2012.

Our evaluation planning, while progressing, has proceeded slower than anticipated and often meets unexpected challenges or delays. We are currently pending NTIA decision on our request for HSR exemption for the research to be conducted by Open Technology Initiative for our evaluation. In the meantime, we are addressing technical challenges in implementing a "Workstation User Survey" that will pop up when users first log on to the computers, to collect basic demographic information and in some cases further insights.

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	Philadelphia	See attached PPR Form Addendum for details	61,056	9,568	10	1
Outreach	Philadelphia	See attached PPR Form Addendum for details	4,120,011	194,642	0	0
Total:			**4,181,067**	**204,210**	**10**	**1**

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).

We determine adoption data first by clearly defining subscribers and users as outlined by NTIA.

A household subscriber must have a paid or subsidized home broadband Internet connection. A household subscription may include more than one individual member of the household, but is still counted as a single household.

A user is someone who regularly uses the internet, but does not have a home Internet connection. They may access the internet from a public computer center, friend's home, workplace, smartphone, etc.

Our plan is to determine not only whether a household or business/CAI is subscribing, but to obtain additional information regarding users who are connecting to the internet regularly through other means. To obtain this information we will be querying Internet Service Providers, as well as subscribers themselves. In the latter case, we are already collecting, via pre- and post-training surveys, whether a participant is a current subscriber. If they are not, we present options for subscribing, and help participants navigate through

the subscription process. If a training participant opts out of becoming a subscriber immediately, we will follow up, through phone, e-mail and mail, with inducements to subscribe.

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).

As discussed in section 3 above, and in previous reports, we have had considerable challenges in finding and implementing a low-cost broadband option that meets the needs of our clients. While we have been working with Comcast to promote the Comcast Internet Essentials program, we have had difficulty getting confirmation of whether a new subscription has occurred. Many of the individuals we work with are highly mobile and thus it is difficult to effectively follow up with them after a program has ended. Since Comcast will not share subscriber information or confirm whether individuals have subscribed, we may be generating new subscribers that we are unable to count.

We expect the subscriber numbers to increase significantly now that we have secured agreement to offer the Clear Wi-Max service at $14.95 per month. This service will not have as many barriers to qualify and will be mobile so individuals in transitional housing will be able to subscribe.

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

Households: 10	**Businesses and CAIs :** 1

Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

In April we will successfully complete a series of events about our work as a part of Philly Tech Week. In May we will complete our 2nd Trainers Roundtable for Trainers and PCC Assistants across the partnership to come together to continue sharing best practices and network.

We plan to complete a pilot of the Clear Wi-Max service in a Philadelphia Housing Authority residence and take the next steps for a larger rollout.

We expect to receive HSR exemption approval from NTIA so that Open Technology Institute can begin collecting data for our evaluation efforts.

We expect our training delivery to continue to ramp up, with expanded class times, additional course offerings, and more flexible schedules. Demand for training should also increase as awareness of our program spreads through our marketing campaign.

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**	51	While spending has been and will continue to ramp up considerably, our slower than expected start continues to prevent us from meeting the timeline originally projected.
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 expect that we will hit some unexpected challenges while moving forward with the implementation of the Clear Wi-Max services.

Possible issues could include low signal strength, a need to streamline or improve administrative processes, etc. We are planning a limited pilot as the first step of implementation so that these challenges can be smoothed out before offering the service partnership-wide.

We expect some continued challenges around implementing our evaluation plan, including technical challenges with online surveys, user resistance or confusion, etc. We are also accounting for these challenges by conducting as much testing as we can prior to HSR exemption approval.

Sub-recipients delivering training continue to work through program design and management as well as retention issues and low literacy as they roll out new types of classes and/or classes in new locations with new clients. Partners continue to prove adept at managing issues as they arise and committing to a process of continual improvement.

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.

Cost Classification	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		
	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	$957,313	$7,225	$950,088	$399,253	$7,225	$392,028	$497,296	$7,225	$490,071
b. Fringe Benefits	$325,486	$2,385	$323,101	$123,373	$2,385	$120,988	$156,708	$2,385	$154,323
c. Travel	$26,435	$0	$26,435	$13,260	$0	$13,260	$15,260	$0	$15,260
d. Equipment	$8,040	$4,000	$4,040	$0	$0	$0	$4,000	$4,000	$0
e. Supplies	$864,563	$273,880	$590,683	$301,953	$265,000	$36,953	$451,953	$265,000	$186,953
f. Contractual	$223,394	$118,125	$105,269	$106,008	$0	$106,008	$141,008	$20,000	$121,008
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$14,828,716	$5,218,351	$9,610,365	$5,395,611	$1,929,185	$3,466,426	$7,525,550	$2,364,633	$5,160,917
i. Total Direct Charges (sum of a through h)	$17,233,947	$5,623,966	$11,609,981	$6,339,458	$2,203,795	$4,135,663	$8,791,775	$2,663,243	$6,128,532
j. Indirect Charges	$194,034	$0	$194,034	$180,235	$0	$180,235	$180,235	$0	$180,235
k. TOTALS (sum of i and j)	$17,427,981	$5,623,966	$11,804,015	$6,519,693	$2,203,795	$4,315,898	$8,972,010	$2,663,243	$6,308,767

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