

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 46-41-B10548	3. DUNS Number 115077950
4. Recipient Organization Communication Service For The Deaf, Inc. 102 N KROHN PL, SIOUX FALLS, SD 571031800		
5. Current Reporting Period End Date (MM/DD/YYYY) 03-31-2013	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 Judy Morgan	7c. Telephone (area code, number and extension)	
	7d. Email Address JMorgan@c-s-d.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 05-15-2013	

Project Indicators (This Quarter)

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

At the end of Q1, Project Endeavor served an additional 515 low-income hard of hearing seniors through the CapTel Initiative; to date, the total is 720. Through our partnership with Sprint Wireless and Ultratec, Inc., the new captioned telephone, the CapTel 840i, allows telephone users with a hearing loss to read the conversation on a display screen on their telephone. The hard of hearing seniors completed an application form to determine eligibility for the program, then received either a discounted captioned phone or discounted bundled services that included the captioned phone, Internet CradlePoint and two years of discounted broadband services. The phone works with the Captioning Service (over the Internet) to display captions during calls. The CapTel 840i phone does not generate captions for the conversation on its own. The 840i connects to both the telephone service and Internet/broadband service selected. When a call is made, the phone automatically connects (over the Internet) to a free captioning service. An operator behind the scenes at the captioning service listens and uses state-of-the-art-voice-recognition technology to convert words to text of everything the caller says, and sends the captions back to your 840i phone. The captioned phone is ideal for individuals with hearing loss who speak for themselves but have difficulty hearing over the telephone. The captioned phone reduces the undesirable effects of isolation experienced by seniors with hearing loss and it also demonstrates how broadband adoption can improve the quality of life for many. <http://www.captel.com/endeavor/> To date, Project Endeavor provided discounted equipment and subscriptions to 12,757 deaf and hard of hearing individuals nationwide. 244,417 learners attended workshops, viewed educational videos or participated in one-to-one tutoring sessions. 525 individuals enrolled in the online employment course, "Your Road Trip – Destination Employment." 3.6 million media impressions were created, of those 326,736 social media clicks. During Q1, the website measured 38,584 unique visitors and 31,192 views on the Project Endeavor YouTube channel. A video produced to demonstrate the impact of Project Endeavor was "Isaac's Story," a powerful tale of the Nold family and how their deaf/autistic son Isaac benefitted from the tablet he received through the program. <http://vimeo.com/csdvideos/isaac> The VRI Initiative is underway to expand the number of CAIs having an opportunity to experience remote interpreting services via broadband. This technology allows CAIs to provide accessible services and information to a wider more inclusive audience in their community. Preparation for the launch included building a new website that enhanced the video platform, accommodates VRI end-user clients and establishes live chat functionality. http://csdinterpreting.com/freevri#vri_box_4 Marketing materials were developed and outreach staff deployed. Project Endeavor collaborated with the following groups during Q1: the National Center for Deaf Health Research at the University of Rochester by providing project data for their application for a telemedicine grant application; Gallaudet University by providing project data related to the use of tablets for research on educational apps for tablets; the City of San Francisco Department of Aging by connecting them with the CapTel Initiative; and, Deaf Community Services of San Diego by providing ASL Mental Health videos for their therapists serving deaf consumers.

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	89	Project Endeavor is ahead of schedule for baseline milestones with the exception of the new household subscribers. We anticipate using 99% of our available funding by the end of June 2013.
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).

Project Endeavor and its partners Sprint Wireless and Ultratec, inc., for the CapTel Initiative, were challenged to get qualified seniors to sign up for the program. When proposing, discussing or demonstrating "new" technology with seniors, there is not an immediate positive response. Seniors are wary of scams or being taken advantage and often they must consult their family, caretaker or guardian before moving ahead on a purchase. The timeline for signing up seniors is often 10-12 days. The environment for selling captioned phones has become competitive to the point the FCC issued new rulings effective March 1, 2013 requiring all vendors to stop giving away free captioned phones as an incentive program. Phones were being given to people without hearing loss that did not need the captioning service. These same individuals use the free captioning service, subsidized by the federal government, for their own

purposes, such as recording a phone conversation. Project Endeavor was deemed exempt from this FCC ruling. Another challenge has been competing with state equipment distribution programs across the country. These programs provide assistive equipment to deaf and hard of hearing individuals that qualify based on hearing loss. Captioned phones are included in the equipment. The state programs would not disseminate information about Project Endeavor's CapTel Initiative because their numbers would suffer if a person received a discounted phone from Project Endeavor, even though all state programs have yet to offer the 840i captioned phone. Finally, hard of hearing senior consumers demonstrate the same barrier of "affordability" experienced by deaf program participants. Both groups of deaf or hard of hearing consumers demonstrate a reluctance to sign up for discounted equipment if they could get it free or discounted broadband rates that eventually expire without knowing what the cost will be after the discount. These gaps in information have slowed efforts to enroll seniors in the CapTel program. The likelihood of hard of hearing seniors on fixed incomes qualifying for a Lifeline discounted phone and Internet service at a rate of \$9.95/month in the near future is quite possible. The rate of \$9.95/month is generally for data-only plans needed for the CapTel connectivity, unlike the higher priced connectivity required for a deaf individual to use a videophone effectively for communication. A deaf individual must purchase a wider bandwidth connection for video communications whether the subscription is for videophones, tablets, and netbooks or hand held devices. Since affordability is equally important to both groups, cost structures offered by cable providers need revision to ensure equal access to broadband adoption to persons on low or fixed incomes. The NTIA Webinars this quarter included: Refresher Course for Preparing Annual Reports was timely in January as reports were due at month's end; the Practical Audit Guidelines that reviewed tips on compliance and best practices as grants end; and the Training Curricula for Individuals with Limited English Proficiency informed us all on effective digital literacy training strategies that engage diverse individuals, the curricula, materials and resources available.

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
Create and maintain call center to provide customer service	Sioux, SD	This includes purchasing, programming and installing call center equipment; developing technology to integrate video calls; hiring and training staff who can use American Sign Language (ASL) to support customer base.	1	1	0	0
Purchase equipment for regular broadband users to access services	Sioux Falls, SD	This includes purchasing notebooks, tablets, video communications equipment, installing customs software for broadband users and providing follow-up instruction and technical assistance.	4,500	11,017	11,017	0
Purchase broadband services and distribute to end users	Sioux Falls, SD	This includes determining whether wireless, wire line or WiFi broadband best meets the consumer needs; setting up a wireless account or enrolling consumers in a voucher program for wire line services and providing follow-up technical assistance.	16,000	1,740	1,740	0
Provide and install Public Access Videophones	Sioux Falls, SD	This includes updating and installing the latest Public Access Videophone (PAV) software, selecting community anchors for PAV installations, shipping and installing PAV and follow-up technical assistance.	150	152	0	152
Plan and conduct social media campaign	Sioux Falls, SD	This involves selecting appropriate social networking outlets to post outreach information for target population (viewership).	327,958	327,958	0	0
Promote Project Endeavor at events	Sioux Falls, SD	Attend deaf and hard of hearing community and professional events to educate participants and attract program participants.	0	0	0	0
Develop and assemble training materials	Sioux Falls, SD	Develop and/or identify training materials that are effective in training individuals who rely upon ASL about the services available to them.	430	430	0	0
Provide education and awareness education concerning broadband access for deaf and hard of hearing population	Sioux Falls, SD	Provide the deaf and hard of hearing public with information about the benefits of broadband services and how to access Project Endeavor.	2,000,000	3,632,772	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
Provide one-on-one technical assistance or educational workshops and self-directed web training	Sioux Falls, SD	Provide one-on-one contact center technical support, training and referral, and web-based self-directed training to assist individuals access broadband services or Internet resources.	200,000	244,417	0	0
Evaluate factors contributing to broadband adoption by target population	Sioux Falls, SD	Gather data from project participants to determine why they do or do not utilize Internet based services, what supports increase their use of services, results are reported in quarterly updates and included in the final report.	7	5	0	0
Total:			2,549,046	4,218,492	12,757	152

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).

Household subscriber: The number of individuals for whom the project has purchased or subsidized the purchase of a broadband service account or individuals who reported independently establishing a new broadband account after receiving project services.
Community Anchor Institution subscriber: Any CAI where the Project installs a Public Access Videophone (PAV) or provides a device that allows an organization to access broadband services for video interpreting.

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).

Last quarter in 2012, Project Endeavor learned both equipment to access broadband and subscribers count as “subscribers to broadband.” Based on this premise, 12,909 deaf and hard of hearing individuals have received discounted equipment or subscriptions through Project Endeavor. The total remains shy of the number proposed in the baseline plan. However, these individuals represent and reside in all 50 states, the District of Columbia, Puerto Rico, Guam and the U.S. Virgin Islands. Once again, the question must be asked, why are we challenged to boost subscriber numbers? Through Project Endeavor, we learned that broadband adoption within the deaf/hh community was significantly higher than known prior to receiving a BTOP grant award. Recent Project Endeavor survey data revealed 94% of program participants already had broadband/Internet services in their homes. Similarly, through the CapTel Initiative, we are learning many seniors already have an Internet/broadband connection and it is a matter of educating them on how to bundle their phone and broadband services. The new captioned phone with state-of-the-art voice recognition technology captioning service allows a smooth and faster transmission of captions compared to their landline phone connection. As mentioned in previous reports, deaf consumers used their Internet/broadband solely for video communication. The explosion in popularity of mobile devices, tablets and ubiquitous free WiFi had a direct impact on Project Endeavor participants that drove demand away from traditional broadband subscriptions. When the grant proposal was written, no one envisioned the quality, affordability and availability of wireless video today. Most of our target population abandoned wireline broadband in favor of wireless service. It is noteworthy to mention the significant need for education and training remains a critical component of broadband adoption as outlined in the grant. For the average deaf consumer and hard of hearing seniors, the education requires a one-on-one hands-on approach and is more time intensive than simply posting online training or producing downloadable highly visual manuals and/or materials. As the demand for mobile broadband equipment outpaces the need for new household subscriptions, the demand also increases for education and training to become a fully productive citizen in America’s digital society.

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

Households: 12,757	Businesses and CAIs : 152
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Project Indicators (Next Quarter)

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

Project Endeavor wrap-ups the CapTel Initiative that provides discounted captioned phones/Internet services to hard of hearing senior citizens across the country. We plan to collect data from Customer Satisfaction Surveys and summarize the results next quarter. This data will be incorporated into the final evaluation report. By the end of Q2 2013, the external evaluator will have completed the publication the analysis of data from the post-digital literacy survey collected from nearly 10,000 program participants. The data gathered represents demographic profiles of program participants and their computer/Internet use. Project Endeavor intends to complete the VRI Initiative (Video Remote Interpreting) by providing a minimum of 200 (CAIs) with technology and education on using remote interpreting to reduce service costs and to improve communication access services to deaf/hh consumers seeking services. Project Endeavor will participate in the Research and Evaluation Webinar as a panelist describing program evaluation methodologies for evaluating special populations, i.e., working with individuals with a hearing loss. Project Endeavor will continue its collaborations

and partnering of resources with other grantees and CAIs. The Project Endeavor website resources, employment curriculum and Video Library will remain intact and identified in NTIA's Broadband Tool Kit during the webinar on May 14, 2013.

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	99	The Project exceeds baseline milestones with the exception of the new household subscribers.
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).
 Given the late start to the VRI launch, it is uncertain whether we will be able to meet the project goals within the shortened timeline and finish activities by project's end date. We do not see any barriers wrapping up the CapTel Initiative or completing the Project Endeavor Program Evaluation report. Having attended the Closeout for PCA/SBA Recipients Webinar, we intend to seek Technical Assistance from our Federal Program Officer regarding closeout requirements for Project Endeavor to complete all reports in a timely manner.

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	\$4,417,984	\$453,000	\$3,964,984	\$4,087,706	\$346,380	\$3,741,326	\$4,296,380	\$346,380	\$3,950,000
b. Fringe Benefits	\$1,147,793	\$117,690	\$1,030,103	\$874,895	\$66,595	\$808,300	\$966,595	\$66,595	\$900,000
c. Travel	\$296,500		\$296,500	\$301,056		\$301,056	\$310,000		\$310,000
d. Equipment	\$1,746,469	\$900,000	\$846,469	\$1,819,206	\$1,003,122	\$816,084	\$1,823,122	\$1,003,122	\$820,000
e. Supplies	\$189,826		\$189,826	\$147,133		\$145,945	\$190,188	\$1,188	\$189,000
f. Contractual	\$601,745		\$601,745	\$506,620	\$1,188	\$506,620	\$600,000		\$600,000
g. Construction	\$74,800	\$74,800		\$74,842	\$74,842		\$74,842	\$74,842	
h. Other	\$9,196,989	\$3,025,649	\$6,171,340	\$8,083,682	\$3,100,331	\$4,983,351	\$9,250,331	\$3,100,331	\$6,150,000
i. Total Direct Charges (sum of a through h)	\$17,672,106	\$4,571,139	\$13,100,967	\$15,895,140	\$4,592,458	\$11,302,682	\$17,511,458	\$4,592,458	\$12,919,000
j. Indirect Charges	\$1,887,690		\$1,887,690	\$1,540,961		\$1,540,961	\$1,700,000		\$1,700,000
k. TOTALS (sum of i and j)	\$19,559,796	\$4,571,139	\$14,988,657	\$17,436,101	\$4,592,458	\$12,843,643	\$19,211,458	\$4,592,458	\$14,619,000

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: \$3,025,649	b. Program Income to Date: \$589,753
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