

**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>  46-41-B10548	<b>3. DUNS Number</b>  115077950
<b>4. Recipient Organization</b>  Communication Service For The Deaf, Inc. 102 N KROHN PL, SIOUX FALLS, SD 571031800		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b>  06-30-2013	<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>  Judy Morgan	<b>7c. Telephone (area code, number and extension)</b>	
	<b>7d. Email Address</b>  JMorgan@c-s-d.org	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  07-30-2013	

**Project Indicators (This Quarter)**

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

At the end of Q2, Project Endeavor nears its official closing date of July 31, 2013. However, a two-month no-cost extension was awarded to extend Project Endeavor to September 30 in order to complete the VRI Initiative activities and goals.

The Program Evaluation Report reveals final project results: 14,195 discounted equipment and subscriptions provided to deaf and hard of hearing. 250,386 learners attended workshops, viewed educational videos or participated in one-to-one tutoring sessions. 550 enrolled in the online employment course, Your Road Trip – Destination Employment. 181 Community Anchor Institutions signed up for VRI and/or installed a Public Access Videophone. 3.9 million media impressions created, of those 555,329 social media clicks. Findings included: deaf/hard of hearing persons in 50 states, District of Columbia, Guam, Puerto Rico and the U.S. Virgin Islands received services. Higher rates of existing broadband adoption identified than known before project began. Affordability identified as a barrier due to economy. Participants indicated strong desire for mobile wireless devices with video capability. 66% expressed the need for more accessible training. 93% reported direct communication in ASL was Very or Somewhat Important for their participation in Project Endeavor.

The CapTel Initiative concluded by providing 1,310 low-income hard of hearing seniors with the Internet based 840i captioned phones. Through our partnership with Sprint Wireless and Ultratec, Inc., hard of hearing seniors received either a discounted captioned phone or discounted bundled service that included the captioned phone, Internet CradlePoint router and two years of discounted broadband services. The CapTel 840i allows telephone users with a hearing loss to read the conversation on a display screen on their telephone. The phone works with the Captioning Service (over the Internet) to display captions during calls. Captioned phones have the potential to make tremendous differences in senior's lives by reducing isolation, often experienced by seniors with hearing loss. For more information: <http://www.captel.com> Survey participants were generally happy with the phone and service, some thought it was too complicated to use. Many appreciated the discounted service package saying, We would have never gotten the package without the discount from Project Endeavor.

Project Endeavor's external evaluator, Dr. Sharon Baker, was a panelist for the April 17 NTIA webinar on BTOP Research and Evaluation and presented findings from her evaluation. Key points for evaluating projects involving deaf and hard of hearing persons were twofold. Working with the diverse population of deaf and hard of hearing persons requires researchers with: 1) Communication Competence in ASL, 2) Cultural understanding and sensitivity, and, 3) Knowledge of the deaf and hard of hearing community. Researchers can reduce language barriers by: 1) Translating IRB forms and instruments into ASL, 2) Adjusting terminology by using commonly used terms, 3) Ensuring readability by controlling reading levels, and, 4) Ensuring that all electronic media are accessible by providing ASL, captions, and voice translation. Project Endeavor provided live captioning for this webinar.

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 to a more inclusive audience in their community. The launch of the web platform Vineya, <http://www.govineya.com> enhances CSD's ability to provide interpreting services through the next-generation virtual interpreting service and a sophisticated network of community interpreters throughout the nation. Three new videos produced to promote the VRI Initiative: 1) CSD Vision (CSD's vision of technology enhancing the lives of deaf persons in the future): <http://vimeo.com/csdvideos/csdvision>, 2) Working Together (qualified interpreters team efforts for best results) <http://vimeo.com/61110080>, and, 3) Use Certified Interpreters, Not Children (insist on a certified, qualified interpreter for your family matters): <http://vimeo.com/csdvideos/usecertifiedinterpreters>

**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	96	Project Endeavor anticipates using 100% of available funds by the end of September 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

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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 experienced delays in procuring the appropriate technology needed to enhance and build the multi-channel platform necessary for launching the VRI Initiative. Additionally, hiring the appropriate IT staff with specific skills presented challenges, trials and delays through the first quarter of 2013. There were also delays experienced in working with CAIs. The CAIs required more time than expected to connect the technology for getting around firewalls and having legal review the required participation documents. CAIs experienced various issues. For example, the Educational CAIs informed us that timing for signing up for the promotion did not mesh with their school calendar; fall would be better. Government/Municipal/ VR Service CAIs could not participate in the promotional offer to receive free service due to internal policies. Hospitals and healthcare CAIs require a longer time due to internal processes. Nonprofit CAIs serving the deaf/hard of hearing community may have already used VRI and therefore do not meet our project requirements of introducing CAIs to remote interpreting services. Another setback occurred when several sales/outreach staff left for employment elsewhere. These changes created a gap in staffing, thus slowing our efforts that produced a “soft launch” of VRI. To boost efforts and get on track with the VRI Initiative, Project Endeavor took action to realign the management team. The Director of Business Development stepped in to oversee all of VRI, from sales and outreach, to coordinating directives with interpreting operations and IT, to aligning marketing messages, and to successfully promoting VRI to CAIs as seamlessly as possible. Replacement staff hired for sales and outreach and IT staff now designated to assist CAIs in resolving firewalls issues to ensure VRI will work properly.

Project Endeavor and its partners Sprint Wireless and Ultratec, inc., for the CapTel Initiative, maintained steady progress to get qualified seniors to sign up for the program. Knowing seniors are wary of technology and scams, the timeline for signing up seniors in 10-15 days was expected. The environment for selling captioned phones remained challenging due to the FCC rulings effective March 1, 2013 requiring all vendors to stop giving away free captioned phones as an incentive program. This action halted the practice of distributing phones to people without a hearing loss that used the free captioning service subsidized by the federal government for their own purposes. The ruling inconveniences customers because they are required to push the caption button on the phone for captions to begin. Prior to the ruling, captions automatically appeared when using the device. Another challenge has been competing with state equipment distribution programs across the country. As stated previously, 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. 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 broadband rates that eventually expire without knowing what the cost will be after the promotion ends. The rate of \$9.95/month frequently offered is generally for data-only plans that may be fine for the captioned phone. 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. Affordability is equally important to both groups. Cost structures offered by cable providers need revision to ensure equal access to broadband adoption for persons on fixed incomes needing special equipment to accommodate communication access.

**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
Purchase of equipment and broadband services for users to access services	Sioux Falls, SD	This includes purchasing notebooks, tablets, captioned phones and other devices, installing wire line or wireless connections for broadband users, providing instructions and technical assistance.	16,000	12,757	14,195	0
Provide and install VRI and/or Public Access Videophones	Sioux Falls, SD	This includes providing and installing equipment for VRI and/or the Public Access Videophone at Community Anchor Institutions: provide instructions and technical assistance.	150	152	0	181
Plan and conduct social media campaign	Sioux Falls, SD	This includes selecting appropriate social networking outlets to post information for target population viewership.	555,329	555,329	0	0
Develop training materials in ASL	Sioux Falls, SD	This includes developing educational videos in ASL and the online employment curriculum.	550	550	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 awareness education about broadband access for the nations 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.	3,938,090	3,938,090	0	0
Provide 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	250,369	0	0
<b>Total:</b>			<b>4,710,119</b>	<b>4,757,247</b>	<b>14,195</b>	<b>181</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).**

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 VRI.

**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).**

Based on the premise that both equipment to access broadband and subscribers count as subscribers to broadband, 14,195 deaf and hard of hearing persons 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. Through Project Endeavor, we learned that broadband adoption within the deaf/hard of hearing 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 learned 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 influenced Project Endeavor participants and drove demand away from traditional broadband subscriptions. When the grant proposal was written, no one envisioned the quality, affordability and availability of wireless broadband 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 that remains a critical component of broadband adoption as outlined in the grant. For the average deaf consumer and hard of hearing senior, 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. 66% of participants reported the need for further training in accessible formats is important. As the demand for mobile broadband equipment outpaces the need for new household subscriptions, the demand also increases the need for education and training in order 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.**

<b>Households:</b> 14,195	<b>Businesses and CAIs :</b> 181
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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 VRI Initiative (Video Remote Interpreting) on September 30, 2013 by providing: 1) a minimum of 200 (CAIs) with technology to be able to use remote interpreting, and 2) the provisions of 2,000 hours of remote interpreting hours to CAIs. VRI has the potential to reduce service costs and to improve communication access services for deaf/hard of hearing persons seeking

services.

**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	100	n/a
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).**

Project Endeavor received a two-month extension to be able to meet the goals for the VRI Initiative. We anticipate being able to meet those goals by the end of September. The project closeout will be handled by staff replacements. Therefore, Technical Assistance will be required 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	\$4,562,348	\$346,443	\$4,215,905	\$4,420,405	\$346,938	\$4,073,467	\$4,562,843	\$346,938	\$4,215,905
b. Fringe Benefits	\$994,107	\$66,608	\$927,499	\$916,432	\$66,698	\$849,734	\$994,197	\$66,698	\$927,499
c. Travel	\$328,996		\$328,996	\$304,625		\$304,625	\$328,996	\$0	\$328,996
d. Equipment	\$1,819,206	\$1,003,122	\$816,084	\$1,819,206	\$1,003,122	\$816,084	\$1,819,206	\$1,003,122	\$816,084
e. Supplies	\$202,970		\$202,970	\$187,975		\$187,975	\$202,970	\$0	\$202,970
f. Contractual	\$665,487		\$665,487	\$659,384	\$1,188	\$658,196	\$666,675	\$1,188	\$665,487
g. Construction	\$74,842	\$74,842	\$0	\$74,842	\$74,842	\$0	\$74,842	\$74,842	\$0
h. Other	\$9,140,677	\$3,098,533	\$6,042,144	\$8,672,756	\$3,098,093	\$5,574,663	\$9,140,237	\$3,098,093	\$6,042,144
i. Total Direct Charges (sum of a through h)	\$17,788,633	\$4,589,548	\$13,199,085	\$17,055,625	\$4,590,881	\$12,464,744	\$17,789,966	\$4,590,881	\$13,199,085
j. Indirect Charges	\$1,789,572		\$1,789,572	\$1,698,572		\$1,698,572	\$1,789,572		\$1,789,572
k. TOTALS (sum of i and j)	\$19,578,205	\$4,589,548	\$14,988,657	\$18,754,197	\$4,590,881	\$14,163,316	\$19,579,538	\$4,590,881	\$14,988,657

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: \$3,854,670	b. Program Income to Date: \$590,118
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