ANNUAL 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** 25-43-B10574	**3. DUNS Number** 859935004

4. Recipient Organization

MYWAY VILLAGE, INC. 300 CONGRESS ST STE 305, QUINCY, MA 02169

5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2010	**6. Is this the last Annual Report of the Award Period?** ◯ **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 Andrew Lowenstein Chief Financial Officer	**7c. Telephone (area code, number and extension)** (617) 594-5727
	7d. Email Address alowenstein@mywayvillage.com
7b. Signature of Certifying Official Submitted Electronically	**7e. Date Report Submitted (MM/DD/YYYY):** 01-28-2011

PROJECT INDICATORS

1. Does your Sustainable Broadband Adoption (SBA) project foster a particular broadband technology or technologies? If so, please describe this technology (or technologies) (600 words or less).

Our SBA program attempts to test various broadband technologies to determine which are most effective in fostering adoption by our target group of trainees -- low income seniors and peoples with disabilities. In our Computer Learning Centers (training labs), we currently supply both Dell desktop computers and HP touch screen computers. For the future, we are considering applying for scope change to test laptop computers as well. For Internet access, our project currently has an open, competitive tender to supply broadband connections to resident apartments in the 23 low income housing buildings we serve. It is anticipated that the winning bidders will provide a combination of wired and wireless network solutions, and at least one of our project buildings is in a planned wi-max area.

2a. Please list all of the broadband equipment and/or supplies you have purchased during the most recent calendar year using BTOP grant funds or other (matching) funds, including any customer premises equipment or end-user devices. If additional space is needed, please attach a list of equipment and/or supplies. Please also describe how the equipment and supplies have been deployed (100 words or less).

Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
Hewlett Packard	HP 500B - P E5700 3 GHz	446	65	Desktop computers deployed in Computer Learning Centers
Acer	V173 DJbm 17" LCD	126	65	Monitor for desktop computers deployed in Computer Learning Centers
Dell	Vostro 3400	1,030	19	Desktop computers deployed in Computer Learning Centers
Hewlett Packard	HP TouchSmart 9100 - Core 2 Duo T6570 2.1 GHz - 23" TFT	1,144	12	Touch screen computers deployed in Computer Learning Centers
Hewlett Packard	Officejet 6500	99	7	Printers deployed in Computer Learning Centers
Cubix	Pewter 48" Desk	150	63	Desks for Computer Learning Centers
Staples	Belmore Leather Manager's Chair, Black	50	71	Chairs for Computer Learning Centers
Dell	1510X Projector	622	18	Projector for group classes in program buildings
Draper	Consul AV Format with Keystone Eliminator Projection Screen	90	25	Projection screens for group classes in program buildings
Canon	PowerShot A3100 IS	120	23	Digital cameras deployed in Computer Learning Centers and program buildings for training
Dell	Latitude E6410 Laptop	1,368	5	Laptops for Community Program Managers who conduct training programs
Logitech	HD Webcam C510	40	16	deployed in Computer Learning Centers
Totals		5,285	389	

Add Equipment	Remove Equipment

2b. To the extent you distribute equipment/supplies to beneficiaries of your project, please describe the equipment/supplies you distribute, the quantities distributed, and the specific populations to whom the equipment/supplies are distributed **(600 words or less).**

In 2010, the project did not yet distribute equipment to the beneficiaries of our project who are low income seniors and people with disabilities in living in 23 affordable housing buildings and their surrounding neighborhoods.

3. For SBA access and training provided with BTOP grant funds, please provide the information below. Unless otherwise indicated in the

instructions, figures should be reported <u>cumulatively</u> from award inception to the end of the most recent calendar year. For each type of training (other than open access), please count only the participants who <u>completed</u> the course.

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Open Lab Access	0	0	0
Multimedia	0	0	0
Office Skills	0	0	0
ESL	0	0	0
GED	0	0	0
College Preparatory Training	0	0	0
Basic Internet and Computer Use	0	0	0
Certified Training Programs	0	0	0
Other (please specify): none	0	0	0
Total	0	0	0

4. Please describe key economic and social successes of your project during the past year, and why you believe the project is successful thus far (600 words or less).

Although this project was still ramping up at the end of 2010 and no trainees have yet completed our training courses, during the past year the project created 13 jobs in Northern Illinois and prompted dramatic changes within our partners' buildings. In addition to the 8 Computer Labs we built through December 2010 (with multiple vendors – small business and large -- providing computer center equipment, furniture, technologies, services and general supplies), we enrolled over 440 building tenants, 10 neighborhood residents, and 24 Collaborator Staff Members in training programs within the 8 launched buildings. Social successes are best summed up by the words of one of our 8 Community Program managers -- "This is a life changing experience that has given me the opportunity to work with individuals from all walks of life. People with different backgrounds, and views on life who were not interested in learning how to use the computer agreed to give it a try." A refugee tenants at another community wrote, "Really I can't be away without being honest to say Thank you very much to Connected Living for all wonderful it has brought to us. You are wonderful Connected Living. I would like to request all residents in Sunset Heights to stay in connection with the program brought by Connected Living. Don't worry if you don't know how to use computer! Hurry up there is always somebody friendly to help you. You'll definitely learn what you have not so far! Thank you so much."

5. Please estimate the level of broadband adoption in the community(ies) and/or area(s) your project serves, explain your methodology for estimating the level of broadband adoption, and explain changes in the broadband adoption level, if any, since the project began.

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).
7	While preparing the application for this grant, MyWay Village and our project partners polled the managers of each of the 23 project buildings to develop an estimate of the current level of broadband adoption. The result was 222 or 6.7% of the 3,290 residents. No residents have yet completed the training program, so no residents have yet enjoyed access to discounted computers and Internet access in their apartments at the end of 2010.

6. Please describe the two most common barriers to broadband adoption that you have experienced this year in connection with your project. What steps did you take to address them (600 words or less)?

We have found the two most common barriers to broadband adoption in the affordable housing population we serve to be 1) illiteracy (which makes residents scared to try computers), and 2) lack of knowledge about how computers/broadband adoption can enhance their lives (which makes residents feel that computer/Internet training is not personally relevant). To address these barriers, we are currently developing literacy programs and working with literacy organizations to bring this barrier to the forefront, remove the shame associated with it, and assist our trainees in learning to use the computer despite their inability to read and/or comprehend. We also are recruiting literacy "champions" within each building. To address the relevance issue, we conduct numerous awareness raising events, including weekly themed group discussions that explore a popular topic through a multi-media, Internet enabled demonstrations that draw crowds and directly or indirectly promote the benefits of Internet usage. We have learned that, with continued and constant exposure to these benefits, our trainees are becoming excited to learn and less afraid of what they don't know.

7. To the extent that you have made any subcontracts or sub grants, please provide the number of subcontracts or sub grants that have been made to socially and economically disadvantaged small business (SDB) concerns as defined by section 8(a) of the Small Business Act, 15 U.S.C. 647, as modified by NTIA's adoption of an alternative small business size standard for use in BTOP. Please also provide the names of these SDB entities. (150 words or less)
We have made no subcontracts or grants to SDBs in 2010.

8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).
There are several lessons learned that have translated into best practices for our program:

-- RECRUITING: For the rapid ramp up of the program, we needed to quickly recruit qualified individuals for multiple roles across a wide geographic area. We used online social media for advertising positions, and Skype for 1st round 'face to face' interviews.
-- TRAINING: For the initial and ongoing training of employees, we utilize weekly training calls which include operations and technology focused agendas. In addition, we host in-person training sessions once per quarter, Skyping in those that are not able to be physically present.
-- TOOLKITS: Relative to the rapid launch rollout of multiple sites, we have crafted and employed a "toolkit" that includes everything from "what happens when an offer letter goes out" (each person on the distribution list is assigned a specific task to facilitate the onboarding of an new hire) to "what do we do on the day of the launch" (including responsibilities for each role on the team). These toolkits are used by everyone in our BTOP project for consistency and high quality execution.
-- SAFETY & SECURITY: We have learned the importance of taking precautions and securing our supporting program equipment. Those BTOP team members working in the affordable communities are sometimes exposed to higher alcohol and drug use, making safety and de-escalation techniques a best practice for all BTOP team members.
-- STATS: We have developed an in-depth site-specific spreadsheet onto which the Community Program Managers input their data every week. This information is then accumulated by the Grant Director and summarized onto a multi-page spreadsheet, with final destination to all leadership for review and follow up.
-- PROGRESS REPORTING: We have developed a on-going regularly-scheduled summary report delivered to all MyWay Village team, NTIA and other interested parties for their review. Reports contain a summary of project activities and key milestones as well as anecdotal information and project testimonials.
-- INCENTIVES: We have determined that a best practice to use to increase the resident referrals into our program is to offer a technology driven incentive for bringing new attendees into class. Current incentive program rewards a tenant with a "flash drive" for bringing in 3 people who stay a minimum of 3 weeks and a "webcam" for bringing in 6 new people who stay for a minimum of 6 weeks.