

**ANNUAL PERFORMANCE PROGRESS REPORT FOR PUBLIC COMPUTER CENTERS**

**General Information**

|                                                                                                                                                                                                     |                                                                                                                                    |                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>1. Federal Agency and Organizational Element to Which Report is Submitted</b><br><br>Department of Commerce, National Telecommunications and Information Administration                          | <b>2. Award Identification Number</b><br><br>42-41-B10517                                                                          | <b>3. DUNS Number</b><br><br>112050794 |
| <b>4. Recipient Organization</b><br><br>PHILADELPHIA, CITY OF 1234 Market Street, Suite 1850, Philadelphia, PA 19107-3722                                                                           |                                                                                                                                    |                                        |
| <b>5. Current Reporting Period End Date (MM/DD/YYYY)</b><br><br>12-31-2010                                                                                                                          | <b>6. Is this the last Annual Report of the Award Period?</b><br><br><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><br><br>Andrew Buss<br><br>Strategic Planning Coordinator                                                                          | <b>7c. Telephone (area code, number and extension)</b><br><br>(215) 686-8264                                                       |                                        |
|                                                                                                                                                                                                     | <b>7d. Email Address</b><br><br>andrew.buss@phila.gov                                                                              |                                        |
| <b>7b. Signature of Certifying Official</b><br><br>Submitted Electronically                                                                                                                         | <b>7e. Date Report Submitted (MM/DD/YYYY):</b><br><br>01-28-2011                                                                   |                                        |

**PROJECT INDICATORS**

1. Are you establishing new Public Computer Centers (PCCs) or improving existing PCCs?

New     Improved     Both

2. How many PCCs were established or improved, and what type of institution(s) were they associated with? Please provide actual total numbers to date. Figures should be reported cumulatively from award inception to the end of the most recent calendar year. Recipients should only count the PCCs that were fully established or in which improvements have been fully completed in that year (that is, partial improvements should not be counted).

| Institutions                                                  | Established | Improved | Total |
|---------------------------------------------------------------|-------------|----------|-------|
| Schools (K-12)                                                | 0           | 0        | 0     |
| Libraries                                                     | 0           | 0        | 0     |
| Community Colleges                                            | 0           | 0        | 0     |
| Universities / Colleges                                       | 0           | 0        | 0     |
| Medical / Health care Facilities                              | 0           | 0        | 0     |
| Public Safety Entities                                        | 0           | 0        | 0     |
| Job-Training and/or Economic Development Institution          | 0           | 0        | 0     |
| Other Community Support-Governmental<br>(please specify):     | 0           | 0        | 0     |
| Other Community Support-Non-Governmental<br>(please specify): | 0           | 0        | 0     |

3. Please complete the following chart for each PCC established or improved using BTOP funds. Please provide actual total numbers to date.

3.a. New PCCs

| New PCC Address | Number of Workstations Available to the Public | Total Hours of Operation per 120-hour Business Week | Total Hours of Operation per 48-hour Weekend | Speed of Broadband Access to Facility (Mbps) | Average Number of Users per Week |
|-----------------|------------------------------------------------|-----------------------------------------------------|----------------------------------------------|----------------------------------------------|----------------------------------|
| NA              | 0                                              | 0                                                   | 0                                            | 0                                            | 0                                |

Add New PCC

Remove New PCC

3.b. Improved PCCs

| New PCC Address            | Number of Workstations Available to the Public | Total Hours of Operation per 120-hour Business Week | Total Hours of Operation per 48-hour Weekend | Speed of Broadband Access to Facility (Mbps) | Average Number of Users per Week |
|----------------------------|------------------------------------------------|-----------------------------------------------------|----------------------------------------------|----------------------------------------------|----------------------------------|
| Prior to Improvement<br>NA | 0                                              | 0                                                   | 0                                            | 0                                            | 0                                |

Add New PCC

Remove New PCC

After Improvement

|    |   |   |   |   |   |
|----|---|---|---|---|---|
| NA | 0 | 0 | 0 | 0 | 0 |
|----|---|---|---|---|---|

Add New PCC

Remove New PCC

4.a. Please check the primary uses of the PCCs funded by this award. (Check all that apply.)

Open Lab Time     Other     Training

4.b. If "other," please specify the primary use of the PCCs:

Multimedia production (audio, video content production, including: filming/recording, editing, and uploading/distributing)

**5. Please list all of the PCC broadband equipment and/or supplies you have purchased during the past 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 (600 words or less).**

| Manufacturer    | Items             | Unit Cost per Item | Number of Units | Narrative description of how the equipment and supplies were deployed                                                                                                                                                                                                                                                                                          |
|-----------------|-------------------|--------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hewlett Packard | Laserjet printers | \$699              | 19              | Printers will be deployed at 19 PCCs located in City of Philadelphia's Department of Parks and Recreation sites (recreation centers). Anticipated deployment in Quarters 5 - 6.                                                                                                                                                                                |
| Dell            | Desktop computers | \$726              | 119             | Desktop computers (workstations) will be deployed at 19 PCCs located in City of Philadelphia's Department of Parks and Recreation sites (recreation centers). Anticipated deployment in Quarters 5 - 6.                                                                                                                                                        |
| Dell            | Laptop computers  | \$1,135            | 4               | Laptop computers will be used by PCC program managers (2) and program coordinators (2) in the City of Philadelphia's Division of Technology and Department of Parks and Recreation, respectively. The staff are responsible for implementing, monitoring and managing the PCC program responsibilities for the City of Philadelphia, the lead award recipient. |
| <b>Totals:</b>  |                   | 2,560              | 142             |                                                                                                                                                                                                                                                                                                                                                                |

Add Equipment

Remove Equipment

**6. For PCC access and training provided with BTOP grant funds, please provide the information below. Figures should be reported cumulatively from award inception to the end of the most recent calendar year.**

| Types of Access or Training     | Number of People Targeted | Number of People Participating | Total Hours of Training 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): NA      | 0                         | 0                              | 0                               |
| <b>Total</b>                    | 0                         | 0                              | 0                               |

**7. Please describe how your Public Computer Center(s) promotes economic recovery in your area, such as through providing job training, access to job searches, online course offerings, certifications and the like (600 words or less).**  
 The City of Philadelphia through its Philadelphia Freedom Rings - Public Computing Center proposal will establish a network of 77 Public Computing Centers that will reach 14,513 of the most vulnerable citizens of Philadelphia weekly and expand broadband access to chronically underserved neighborhoods. We will invest in a coordinated system utilizing city facilities and identified nonprofits in challenged neighborhoods to develop a network of Public Computing Centers to provide broadband access to our poorest citizens. We will upgrade and build Public Computing Centers in anchor institutions such as recreation centers, homeless shelters and community organizations with records of working with vulnerable populations. The project directly targets neighborhoods in North, West, and South Philadelphia where broadband access is under 50%, based on survey data conducted by the Knight Foundation. We will place approximately 820 computers at 73 sites in underserved areas, some of which already have existing computer centers and others with no prior center but with capacity to support one. We will also provide 4 mobile computing labs in order to reach shelters, recreation centers, and organizations that do not have the capacity for a Public Computing Center at their organizations. This project will create an awareness campaign that will include a resource guide in print and online of all the public computing centers that are part of the project, showing location, hours of operation, training and any specialized services. Training will be provided at all community support organizations involved in this grant through already existing programs offered by key partners on basic computing use, how to access broadband, multimedia creation, job finding and resume building, how to access services, and other topics determined by our strategic

council. Finally, we have included an evaluation component as part of this grant that will allow us to gauge the efficacy of the program and make a stronger argument for the importance of sustaining the public computer centers.

**8. To the extent that you have made any subcontracts or sub grants, please provided 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).**

At this time (the first annual reporting cycle), the Philadelphia Freedom Rings-PCC has not yet awarded any subcontracts or subgrants.

**9. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).**

Regarding best practices, the PCC partners (prime recipient and sub-recipients) are in the process of designing a comprehensive curriculum for training approximately 77 part-time Facility Assistants who will staff the PCCs. The training will span an initial assessment of prerequisites for the position (baseline technology skills, customer service and communication skills) through program orientation and an intensive "boot camp" training to establish preliminary knowledge and skills for job performance. Over time, the Facility Assistants will be able to participate in more focused, advanced training sessions for continuing professional development. The comprehensive training program has dual goals: to prepare Facility Assistants to perform effectively in their current positions at the PCCs, and to provide them with continuing workforce development that will strengthen their ongoing career opportunities. The Philadelphia Freedom Rings Partnership would welcome the opportunity to learn from and share with other PCC and Sustainable Broadband Adoption programs nationwide, particularly in regard to staff training.

Further, through our PCC Steering Committee and in cooperation with our "sister" SBA program in the Philadelphia Freedom Rings Partnership, we have established a strong process for engaging the partnership's internal and external stakeholders in strategic program planning and implementation. We look forward to sharing practices with other BTOP awardees who are leveraging partnerships through combined programs or other models.

Regarding lessons learned, we have encountered process challenges in working through municipal government (City of Philadelphia) systems to properly align the ARRA standards and federal policies. The time required to navigate the existing procedures, or to establish new processes where needed, has been greater than we had estimated.