ANNUAL 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	55-43-B10539	080490584

4. Recipient Organization

UNIVERSITY OF WISCONSIN SYSTEM 432 N LAKE ST, MADISON, WI 537061415

5. Current Reporting Period End Date (MM/DD/YYYY)	**6. Is this the last Annual Report of the Award Period?**
12-31-2010	◯ 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)**
Emily Friend	
	7d. Email Address
	emily.friend@uwex.edu

7b. Signature of Certifying Official	**7e. Date Report Submitted (MM/DD/YYYY):**
Submitted Electronically	01-26-2011

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).

The Building Community Capacity through Sustainable Broadband Adoption project does not foster one particular broadband technology over another. While we advocate for the build out of high capacity fiber to connect the community anchor institutions, our project is about increasing the effective use of broadband by communities, residents, businesses and public and civic institutions.

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
Not applicable	Not applicable	0	0	Not applicable
Totals		0	0	

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).**

No equipment was distributed this year.

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 cumulatively 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 completed 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): Not applicable	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).

While it would be difficult to claim economic success this early in the project, we have several indications that our communities understand the importance of this project and have made commitments to work together to maximize the utilization of broadband to improve their local economies and quality of life. Approximately 50 team leaders in our five demonstration communities met in Eau Claire to begin building a common vision for expanding broadband in the state (October 28-29, 2010). This group was energetic and enthusiastic in their support and development of strategies to advance connectivity in our state. Advisory teams made up of diverse individuals have been meeting in our communities to hire outreach coordinators and begin thinking about outreach activities. Our community coordinators and advisors have been meeting bi-weekly via teleconference to discuss and share strategies for the advancement of broadband. The start-up phase of this project has focused on building organizational capacity to deliver the educational products outlined in our grant application.

In an effort to create synergies between the Building Community Capacity through Sustainable Broadband Adoption project and the

Broadband Mapping Project being led by the Wisconsin Public Service Commission and funded by Broadband Technology Opportunities Program funding, representatives in each of our demonstration communities have assisted with regional broadband forums. The Community and Economic Development manager worked with the Public Service Commission to identify the regions and potential members to advise the regional broadband planning efforts. In addition, The Community and Economic Development manager worked with the Public Service Commission and consultants on refining the state-wide telephone survey that has been conducted to determine subscribership levels and the way in which the public is currently using broadband.

The Community and Economic Development manager has also been successful in getting a team of Extension Educators in the NorthCentral region to begin reviewing existing curriculum on e-commerce and planning for broadband connectivity that will be repackaged for delivery as a webinar series. This series will be targeted to our demonstration communities and will later be available to other communities across the country in an archived version. The first webinar focusing on the purpose of Community Area Networks has been developed, and will be delivered in the following month (January). Participants from the community anchor institutions have been identified and invited and a host and facilitator have been identified in each of our demonstration communities

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).
50	We estimate that 50% of state residents and businesses lack broadband and technical expertise to leverage connectivity for their communities. This is an estimate based in part on the October 2009 Marathon County Broadband Gap Analysis Survey conducted by independent consultants. We are currently partnering with the state-wide broadband telephone survey and have paid for over-sampling in each of our five demonstration communities to yield statistically valid results for the counties that make up our demonstration communities. These surveys have been conducted by Research First. The results will be shared and analysis complete during the first quarter of next year. This will establish reliable baseline subscribership data for each of our demonstration community regions.

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)?

Barriers we have experienced thus far center around the time required for startup. Our focus thus far has been helping the five demonstration communities organize themselves. At this point in time we cannot speak to what the most common barriers are.

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)

No subcontracts or subgrants were made to socially and economically disadvantaged small business concerns.

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

After five months we have no lessons learned to share.