

U.S. DEPARTMENT OF COMMERCE

Performance Progress Report

2. Award Or Grant Number

55-50-M09015

4. Report Date (MM/DD/YYYY)

01-31-2012

1. Recipient Name

Public Service Commission of Wisconsin

6. Designated Entity On Behalf Of:

WISCONSIN

3. Street Address

610 North Whitney Way,

8. Final Report?

Yes

No

9. Report Frequency

Quarterly

Semi Annual

Annual

Final

5. City, State, Zip Code

Madison, WI 53705

7. Project / Grant Period
Start Date: (MM/DD/YYYY)

11-01-2009

7a. End Date: (MM/DD/YYYY)

10-30-2014

7b. Reporting Period End Date:

12-31-2011

9a. If Other, please describe:

n/a

10. Broadband Mapping

10a. Provider Table

Number of Providers Identified	Number of Providers Contacted	Number of Agreements Reached for Data Sharing	Number of Partial Data Sets Received	Number of Complete Data Sets	Number of Data Sets Verified
0	0	0	0	0	0

10b. Are you submitting the required PROVIDER DATA by using the Excel spreadsheet provided by the SBDD grants office? Yes No

10c. Have you encountered challenges with any providers that indicate they may refuse to participate in this project? Yes No

10d. If so, describe the discussions to date with each of these providers and the current status

The Round 4 Data Collection was submitted to NTIA on schedule October 1, 2011. The provider information below is current as of that data submission. The following providers have officially declined to participate in the program:

** Fibernet Communications Co.: Status: Declined - will attempt again in Round 5

** Geneva On-Line Inc.: Status: Declined - will attempt again in Round 5

The providers below have not provided data to date for the SBI program. (When available we submit estimated 3rd party data on behalf on non-participating providers) We will continue to reach to these providers to encourage participation in future rounds.

- Broadview Networks Holdings, Inc.
- AirRunner Networks LLC
- Air-Speed.Net
- Cannon Telephone Co.
- Kaukauna Utilities
- CIMCO Communications, Inc.
- Rapid Communication LLC
- Wireless Wisconsin
- UP Logon
- Community Antenna System, Inc
- T6 Broadband
- NEXVO LLC
- Granite Broadband, Inc
- Nextera Wireless
- Hiercomm Networks
- Telephone Associates
- Niagara Community TV Co-op.
- CyberZone
- Tri-County Electronics & Internet Service

10e. If you are collecting data through other means (e.g. data extraction, extrapolation, etc), please describe your progress to date and the relevant activities to be undertaken in the future

The LinkAMERICA team continues to follow consistent procedures within each of our four state projects. We augment provider and CAI data, when necessary, with coverage and speed information from third party sources. We do not substitute third party information for provider-supplied information, however, unless we can independently verify that the provider information is incorrect. Discrepancies between provider and third party data are investigated to ensure data accuracy.

If providers do not submit data, but we are able to verify infrastructure information through other sources, we use common engineering principles to estimate coverage and speed. We also collect user feedback (discussed below in the verification section) via location-specific feedback mechanisms on the state interactive map.

10f. Please describe the verification activities you plan to implement

As described in past reports, the LinkAMERICA team uses consistent data verification procedures in each data collection round and across the four states within which we work. We add new verification procedures after they have been developed and tested. In general, we believe verification can be segmented into four categories/activities:

**** Third Party Data Comparison:** As data arrives from providers we compare submissions against several commercial data sources to identify obvious anomalies or areas for further investigation. An example would be the comparison of an ILEC's reported coverage area boundaries with the legal exchange areas shown in the commercial ExchangeInfo data product. Coverage footprints of wireless providers are compared against AmericanRoamer database. This process occurs with each data collection round

**** Provider Validation:** Check maps and other tools are produced at the beginning of each data collection round based upon prior round coverage reports. In the Round 4 collection period LinkAMERICA supplied providers with Check Maps in both GoogleEarth format, and PDF format. This flexibility gave Providers, that utilized the GoogleEarth format, the ability to update coverage boundaries directly within the check map file itself. This process will be continued with each subsequent data collection round

**** Data Format Verification:** Proprietary and NTIA-supplied scripts are run against the data set prior to submission to ensure the data is properly formatted and will be fully received upon submittal. This process occurs with each data collection round.

**** Consumer Feedback/Verification:** The LinkWISCONSIN interactive map contains a user feedback mechanism that identifies the precise coordinates of each point of feedback. In Q4 2011 this feature was enhanced allowing the feedback to be viewed as a display layer on the interactive map.

10g. Have you initiated verification activities? Yes No

10h. If yes, please describe the status of your activities

The above activities are performed in each data collection round. In addition, as explained above, in Q4 an expanded consumer feedback layer was developed and added to the state interactive map. This layer publicly displays the results from all user feedback and incorporates speed testing into the feedback form to help verify provider-reported speeds.

10i. If verification activities have not been initiated please provide a projected time line for beginning and completing such activities

Current verification activities will be enhanced over time as follows:

**** Improved user feedback form and display layer:** As describe above, the new layer was added to the state interactive map to display the location of user feedback points. This additional information will help all users/consumers understand where provider -reported coverage may be questionable. It will also help the mapping team better identify areas for further investigation. The feature was released for public viewing in Q4 2011.

**** Mobile Wireless Broadband Drive Testing:** This process will use a special device from a vendor to test signal strength and bandwidth/throughput on multiple mobile wireless signals at the same time. This technology will be used in areas where there is a large discrepancy between provider-reported coverage/speed and consumer-reported coverage/speed to determine the actual coverage and speed characteristics - commences in 2012.

**** Mobile Wireless Crowd Sourced Testing:** This process will use a proprietary smart phone application, provided by an outside vendor, to constantly check signal strength and bandwidth/throughput on users' mobile phones. The application will be available on multiple phone platforms and will be downloadable by consumers in each LinkAMERICA state. It runs in the background on the consumer's phone and does not impact phone performance. Data is sent from the vendor to LinkAMERICA for use in validating provider coverage and speed reports - commences in 2012.

Staffing

10j. How many jobs have been created or retained as a result of this project?

An analysis of actual hours worked in Q4 2011 shows that the project resulted in 0.59 FTE jobs created/retained at the Prime Recipient and Sub Recipient level in that quarter. It should be noted that this figure does not include a substantial personnel contribution by the PSCW in order to meet matching fund requirements. It also does not include positions staffed by vendors involved in the project.

10k. Is the project currently fully staffed? Yes No

10l. If no, please explain how any lack of staffing may impact the project's time line and when the project will be fully staffed

n/a

10m. When fully staffed, how many full-time equivalent (FTE) jobs do you expect to create or retain as a result of this project?

REFER TO 11L FOR A COMPLETE EXPLANATION REGARDING STAFFING.

10n. Staffing Table

Job Title	FTE %	Date of Hire
CEO - Supervisory Role	1	11/01/2009
Project Director	6	11/01/2009
Project Manager	26	09/05/2011
GIS Director	5	11/01/2009
Internal System Support/Architecture	3	11/01/2009
Provider Relations Manager	18	11/01/2009

Add Row

Remove Row

Sub Contracts

10o. Subcontracts Table

Name of Subcontractor	Purpose of Subcontract	RFP Issued (Y/N)	Contract Executed (Y/N)	Start Date	End Date	Federal Funds	In-Kind Funds
CostQuest Associates Inc./LinkAMERICA Alliance	Project Management/GIS Programming & Planning Services	Y	Y	11/01/2009	10/30/2011	1,717,684	0
CostQuest Associates Inc./LinkAMERICA Alliance	Project Management/GIS Programming & Planning Services	Y	Y	10/31/2011	10/30/2014	1,917,826	0

Add Row

Remove Row

Funding

10p. How much Federal funding has been expended as of the end of the last quarter? \$1,539,221 10q. How much Remains? \$3,000,931

10r. How much matching funds have been expended as of the end of last quarter? \$413,509 10s. How much Remains? \$717,893

10t. Budget Worksheet

Mapping Budget Element	Federal Funds Granted	Proposed In-Kind	Total Budget	Federal Funds Expended	Matching Funds Expended	Total Funds Expended
Personal Salaries	\$417,150	\$472,331	\$889,481	\$0	\$168,517	\$168,517
Personnel Fringe Benefits	\$105,277	\$172,255	\$277,532	\$0	\$65,094	\$65,094
Travel	\$27,500	\$26,388	\$53,888	\$0	\$2,261	\$2,261
Equipment	\$62,418	\$0	\$62,418	\$0	\$0	\$0
Materials / Supplies	\$0	\$6,482	\$6,482	\$0	\$8,706	\$8,706
Subcontracts Total	\$3,635,510	\$0	\$3,635,510	\$1,539,221	\$0	\$1,539,221
Subcontract #1	\$1,717,684	\$0	\$1,717,684	\$1,539,221	\$0	\$1,539,221
Subcontract #2	\$1,917,826	\$0	\$1,917,826	\$0	\$0	\$0
Subcontract #3	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #4	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #5	\$0	\$0	\$0	\$0	\$0	\$0
Construction	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$292,297	\$382,580	\$674,877	\$0	\$168,931	\$168,931
Total Direct Costs	\$4,540,152	\$1,060,036	\$5,600,188	\$1,539,221	\$413,509	\$1,952,730
Total Indirect Costs	\$0	\$71,366	\$71,366	\$0	\$0	\$0
Total Costs	\$4,540,152	\$1,131,402	\$5,671,554	\$1,539,221	\$413,509	\$1,952,730
% Of Total	80	20	100	79	21	100

Hardware / Software

10u. Has the project team purchased the software / hardware described in the application? Yes No

10v. If yes, please list

Laptop computer and software for Sub Recipient Project Manager (WI allocated portion): \$352.78

Laptop computer and software for Sub Recipient Vendor Relations Manager (WI allocated portion): \$339.48

Dell Precision T5500 Workstation w/Arclnfo C (WI allocated portion): \$3,458.59*

*The Arclnfo software was a necessary purchase to enable CostQuest to run the validation script, on provider data, that NTIA & FCC require for the SBDD program. Purchasing the hardware/software bundle was the most cost effective way to acquire the needed software. Without the hardware the cost for the software alone would have been \$1000 higher. This expense was allocated evenly to each of the four LinkAMERICA states.

10w. Please note any software / hardware that has yet to be purchased and explain why it has not been purchased

** Additional hardware and software in the amount of \$30,928 has been allocated for the "Address File" project approved in the Supplemental grant award.

** Additional hardware and software in the amount of \$25,000 for the Mapping project has been approved in Year 5 via the Supplemental grant award. This equipment has not yet been purchased because it will not be needed until the last year of the project as the state assumes responsibility for hosting and management of the provider database and interactive maps.

10x. Has the project team purchased or used any data sets? Yes No

10y. If yes, please list

**American Roamer: Market area boundary and speed data on mobile cellular providers - \$5147

**Media Prints: Cable franchise boundary database - \$500

**ExchangeInfo: Legal exchange area boundary database for Incumbent Local Exchange Carriers - \$3805

The above data sets were purchased for validation purposes in years 1 & 2. LinkAMERICA anticipates purchasing updates for these data sets in January 2011 for validation purposes in year 3.

10z. Are there any additional project milestones or information that has not been included? Yes No

10aa. If yes, please list

**Data Collection Round 4 was submitted to NTIA on October 1, 2011. Status: Complete

**Check maps were created for participating providers in preparation of the Round 5 Data Collection. Status: Complete

10bb. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the project team is employing
The move to 2010 Census vintage in Round 4 resulted in a significant change in block counts in the LinkAMERICA states, this change was reflected in the view of provider coverage on the interactive state map. As the NBM still reflects provider coverage using 2000 Census data, providers were confused when comparing their coverage on the two maps. Communication was sent to providers explaining the difference in their coverage as shown on the interactive state map vs the NBM. Additionally, we continue to encounter difficulty in reconciling reported provider speeds for some providers with the NTIA speed range parameters. We have identified providers whose reported data falls outside of the speed norms identified by NTIA, and are working with them on their submissions for Round 5.

10cc. Please provide any other information that you think would be useful to NTIA as it assesses your Broadband Mapping Project
Providers continue to be frustrated in the lag time between data collection and posting to the NBM and question the value of maps with such dated information. They are concerned that consumers won't be properly informed on their most recent efforts to expand broadband coverage. We encourage NTIA to make map updates a priority after each data submission round, and to be sensitive to the timing of the release of the updates. Additionally, sufficient time and instruction are needed before changes to the format and/or type of data being requested for a collection period, is communicated to the provider community. Asking for changes just prior to a collection period creates frustration for the provider community and makes it more difficult to collect the necessary information.

11. Broadband Planning

11a. Please describe progress made against all goals, objectives, and milestones detailed in the approved Project Plan. Be sure to include a description of each major activity / milestone that you plan to complete and your current status

The following are Year 1-2 Planning activities as described in the original project plan:

**Key Stakeholder Interviews: Perform interviews with 20+ influential cross-disciplinary stakeholders within WI to determine most critical barriers to broadband expansion and adoption - Due: June 2010 - Status: Completed 28 interviews within scheduled time frame.

**Publish Initial Broadband Vision Summary and Videos - publish draft, review with stakeholders and state, and then finalize summary report of emerging state broadband priorities, including video clips highlighting key facts - Due Date: August 2010 - Status: Completed

**Wisconsin Household Broadband Survey - a statistically significant study of household internet usage and attitudes to help direct broadband planning - Due Date: December 2010 - Status: Completed

**Develop Regional Planning Teams: Divide the state into appropriate regions and recruit local stakeholders and other in-state partners to draft regionally specific broadband development plans - Due Date: January 2011 - Status: Completed. Nine teams now formed, oriented and currently engaging in regional planning activities.

**Draft Regional Broadband Investment Plans: Work with RPTs to identify most productive short-term activities to expand broadband access and adoption in each region. Publish plans for review within regions and by PSCW staff. Due Date: End of Q1 2011. Status: Completed

**Final Regional Broadband Investment Plans: Publish final approved plans in each region. All 9 plans have been written. Work to finalize the plans is in process; including public forums to be held 1/31/12 and 2/7/12. Due Date: Q3 2011. Status: Pending
Regional Plans transferred to local teams in 7 of 9 regions; the remaining 2 to be complete in Feb. 2012. Due Q4- Pending

**Develop up to five prototype engagement and outreach modules for implementation of regional plans in Years 3-5. Due 10/31/11 - Status: Completed

11b. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the project team is employing

Attracting "ownership" commitment from local leadership has been more difficult in Wisconsin's two urban regions. The two urban teams continue to meet to address the ownership challenge. Though some momentum was lost in moving forward with implementation of all 9 plans, it is expected that scheduled public forums and the hiring of a state broadband director will be important steps forward in restoring lost momentum.

11c. Does the Project Team anticipate any changes to the project plan for Broadband Planning? Yes No

11d. If yes, please describe these anticipated changes. Please note that NTIA will need to approve changes to the Project Plan before they can be implemented

We do not anticipate changes to the project plans for Years 1-2 or the Supplemental Capacity Building period (Years 3-5).

Funding

11e. How much Federal funding has been expended as of the end of the last quarter? \$0 11f. How much Remains? \$0
 11g. How much matching funds have been expended as of the end of last quarter? \$0 11h. How much Remains? \$0

11i. Planning Worksheet

Personal Salaries	\$0	\$0	\$0	\$0	\$0	\$0
Personnel Fringe Benefits	\$0	\$0	\$0	\$0	\$0	\$0
Travel	\$0	\$0	\$0	\$0	\$0	\$0
Equipment	\$0	\$0	\$0	\$0	\$0	\$0
Materials / Supplies	\$0	\$0	\$0	\$0	\$0	\$0
Subcontracts Total	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #1	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #2	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #3	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #4	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #5	\$0	\$0	\$0	\$0	\$0	\$0
Construction	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$0
Total Direct Costs	\$0	\$0	\$0	\$0	\$0	\$0
Total Indirect Costs	\$0	\$0	\$0	\$0	\$0	\$0
Total Costs	\$0	\$0	\$0	\$0	\$0	\$0
% Of Total	0	0	0	0	0	0

Additional Planning Information

11j. Are there any additional project milestones or information that has not been included?

Below are the key elements of LinkWISCONSIN Capacity Building and Technical Assistance project plan approved for yrs 3-5:

Capacity Building:

- **Establish Wisconsin Statewide Broadband Director and refine Joint partner Capacity Bldg Plan - Target Date: Mar 2012
- **Finalize Statewide Broadband Investment Plan with nine regional chapters – Date: June 2012
- **Develop and Deploy Initial monitoring and evaluation (M&E) data collection tools – Date: June 2012
- **Design initial broadband capacity building training content and delivery plan; Deliver first interim M&E report: Date:Sept 2012
- **Implement capacity building training in support of M&E field data collection Date: Dec. 2012
- **First State Broadband Summit. Date: Dec. 2012
- **Design and test prototype social and economic impact model and expand capacity training portfolio: Date: Mar. 2013
- **Apply social and economic impact model for preliminary assessment of broadband investment cases. Date: June 2013
- **Launch delivery of year 4 capacity training series. Date: June 2013
- **Prepare report on broadband investment and social economic impact and prepare second interim M&E report. Date: Sept. 2013
- **Comprehensive Technical Review of M&E processes. Date: Dec. 2013
- **Second annual broadband summit. Date: Dec. 2013
- **Prepare and launch additional targeted capacity building training and enhance M&E data and processes as needed. Date:Mar. 2014
- **Final M&E data collection update. Date: June 2014
- **Prepare Final Report and transfer WI specific tools to in-state partner- Date: Sept. 2014

Tech. Assistance:

**Identify Technical Leaders across the State. Date: Mar. 2012

** Training for Technical Leaders: Broadband technologies and broadband policy change- June 2012; Broadband technologies for use in rural areas - Sept.2012; Developments with Universal Service Funding and the CAF - Dec. 2012; Avenues of funding for BB projects - Mar 2013; WI CostModel - Sept 2013

11k. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the Project Team is employing

In two of our nine regions, although plans were formulated and released for public input, we are still working to identify local/regional leadership organizations in these two areas to head up the transition from planning to implementation. We continue to explore options in these regions and expect progress soon.

11l. Please provide any other information that you think would be useful to NTIA as it assesses your Broadband Mapping Project

A change in staffing occurred in Q3 with the Project Manager leaving the program in September. The Provider Relations Manager was promoted to fill the vacancy and steps were taken to backfill that position. There was no impact to the project time-line as the Round 4 data collection period deadline had passed and the staff on hand was able to assist with needed tasks during the time the position was not staffed. A new Provider Relations Manager was hired in Q4. As the program has been fully staffed with the exception of this short interim, we do not expect any significant changes to the FTEs that have been reported to date. The Date of Hire for the Project Manager and Provider Relations Manager in 10N reflects the original date of hire for these positions.

12. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purpose set forth in the award documents.

12a. Typed or Printed Name and Title of Authorized Certifying Official

Gary Evenson

12c. Telephone
(area code, number, and extension)

12d. Email Address

Gary.Evenson@wisconsin.gov

12b. Signature of Authorized Certifying Official

Submitted Electronically

12e. Date Report Submitted
(Month, Day, Year)

01-31-2012