

RECIPIENT NAME:City of Chicago

AWARD NUMBER: 17-43-B10507

DATE: 11/16/2012

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

QUARTERLY 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 17-43-B10507	3. DUNS Number 140652640
4. Recipient Organization City of Chicago 50 W. Washington St., Suite 2700, Chicago, IL 60602		
5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2012	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> 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 Francesca Rodriquez	7c. Telephone (area code, number and extension) 312-744-4081	
	7d. Email Address Francesca.Rodriquez@cityofchicago.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 11-16-2012	

Project Indicators (This Quarter)

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

Awareness Campaign

-Community staff members are engaged in distributing Smart Communities post cards, brochures, buttons and bookmarks
 -Smart Communities portals have been actively increasing visibility in the Smart Communities by recruiting and training new contributors. Community breakdown below:

www.humboldtparkportal.org - unique visitors 12,981/contributors 490

www.auburngreshamportal.org - unique visitors 3,777/contributors 21

www.chicagolawnportal.org - unique visitors 3,490/contributors 15

www.inglewoodportal.org - unique visitors 4,615

www.pilsenportal.org - unique visitors 15,264/contributors 18

Training Activities

-2,386 instances of training in Everyday Digital, Digital 2.0 and Civic 2.0 across the five Smart Communities

-563 community residents earned netbooks and will participate in earned computer training orientations

-Hosted 538 residents at FamilyNet Center orientations

-Comcast hosted 5 Internet Essentials trainings at Smart Communities sites

Business Resource Network

-69 businesses completed technology assessments

-73 businesses completed technology action plans

-150 businesses participated in technology-related trainings

-Distributed 80 desktops to business owners

YOUmedia

-Exhibited YOUmedia student work at a Smart Community café in Pilsen

-Began YOUmedia planning for Chicago Public Library's (CPL) One Book, One Chicago programming

-Hosted booth at Chicago summer festival to promote YOUmedia

-Created and purchased YOUmedia marketing materials including postcards, brochures, buttons and rubber bracelets

-Participated in retreat with the National Writing Project and YOUmedia Early Adopters where YOUmedia colleagues from Washington, DC, and New York cross-collaborated

-Created a strategic plan to build better relationships with CPL branches

-Held social work training for all YOUmedia staff

-Began interviewing process for new mentors and cyber navigators

-Continued YOUmedia curriculum and programming for CPL's Summer Reading program in which students created healthy menus, photo collages of activities and food, and podcasts around healthy living

-70 YOUmedia students participated in a summer long Playstation Move Challenge

-Collaborated with Digital Youth Network (DYN) to launch online video curriculum

Digital Youth Network

-DYN conducted an student video contest in a Smart Community (Pilsen)

-Mentored and aided students with their DYN video creations

-Organized an online video-contest ceremony and awarded prizes

Evaluation

-Continued follow-up telephone surveys of FamilyNet Center participants in English and Spanish

-Launched the online Civic 2.0 follow-up surveys in English and Spanish

-Continued to collect consent forms and contact information for surveys with assistance from Local Initiatives Support Corporation (LISC)/Chicago

-Requested baseline data from LISC to evaluate internet usage for FamilyNet and Civic 2.0 participants; some initial analysis expected next quarter

-Conducted interviews with key partner organizations to discover changes in the organizations and communities as a result of the Smart Communities initiative

-Revised the Chicago citywide survey in preparation for Rutgers University to conduct the survey again at the end of November

-Planned broadband academic research conference where evaluation methods and data will be presented

-Contributed to NTIA SBA Toolkit interviews

Other

-97 residents adopted broadband at home and 21 businesses adopted broadband (adoption numbers include Sprint aircard recipients)

-Accrued \$462,242.56 in expenses to be paid out in Q4 2012

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	77	Delays in setting up contracts for a sub-recipient resulted in some delayed payments. We did not account for the complexities related to the multi-level sub-recipient reimbursement payment structure.
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
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).

Smart Communities partners and agencies continue to report that the cost of broadband services is an obstacle for community residents to adopt broadband at home.

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
See addendum.	See addendum.	See addendum.	4,837	3,947	32,230	56
Total:			4,837	3,947	32,230	56

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).

The Broadband Adoption Campaign will cause 11,386 households or businesses to become new broadband subscribers. This will increase the percentage of households with broadband to 71% in the two-year period, above the current Chicago-wide average of 61%. These goals are based on baseline data setting current rates of broadband subscribers in the five communities; the BTOP funded outreach, access, training and marketing strategy to reach 75% of current non-broadband users (or 22,772 households). Of these, we project 50% or 11,386 households will adopt broadband services. Through the education and program component the goal is to reach a minimum of 4,996 households (youth and adults) and businesses who will be tracked in a central database system to track for broadband adoption. Of this total we are assuming a 75% sustainable adoption conversation rate or 3,747 new subscribers. The remainder would be the indirect result of these new subscribers encouraging neighbors, friends and family to also adopt broadband and general awareness campaign to have a "multiplier effect" of about 3 to 1 to each the 11,386 goal.

A city-wide survey of more than 3,000 Chicago residents was conducted in July and August 2011 for Karen Mossberger of the University of Illinois at Chicago and Caroline Tolbert of the University of Iowa (supported by Partnership for a Connected Illinois). The survey was conducted in English and Spanish by the Eagleton Poll at Rutgers University, with cell-phone and landline samples, and repeated a study of information technology use in Chicago done in 2008. This survey enables us to have neighborhood-level estimates and simple descriptive statistics on internet use and forms of access, barriers to home adoption, and on-line activities. The city-wide data enables us to make comparisons on internet use and adoption between Smart Community community areas and similar

socioeconomic community areas. Additionally, the Smart Communities SBA program evaluation includes the use of program data from the ETO database, interviews with community organizations, and surveys for participants in the Everyday Digital, Civic 2.0, and Business Resource Networks programs.

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).

The City of Chicago and Smart Chicago Collaborative are working closely to develop policy in the Chicagoland area that may help to address the cost of broadband for low-to-moderate income communities. This quarter the City of Chicago also released a Request for Information that seeks to engage private companies, universities, and other organizations to accomplish three main goals: building world-class broadband infrastructure for the city; extending affordable broadband service into underserved areas; and providing free Wi-Fi access in public spaces throughout Chicago.

The preliminary citywide survey data indicates that there is a slightly higher rate of change for Internet Use Anywhere and Broadband in the Home in the Smart Communities, especially for Internet use anywhere in comparison with other community areas and averages. We need to do some further analysis to see how the Smart Communities compare to other neighborhoods that have had lower rates of use. Based on 2010 Census population data and point estimates for a 2011 citywide survey, for Smart Communities, rough estimates indicate that around 31,850 more people in Chicago's Smart Communities geographic area have broadband in the home compared to the 2008 survey and population data. The point estimates should reflect change in the community areas. As far as whether there is any growth in broadband at home in the community, this estimate is our best estimate of that growth in the Smart Communities geographic areas. This estimate reflects individuals and not households. A more rigorous report is forthcoming that will more deeply analyze the city-wide survey data.

The City has been working with Comcast to promote the Internet Essentials Program not only in Smart Communities but also in Chicago Public Libraries and through Chicago Public Schools. In Q3 Comcast partnered with Smart Communities to do five Everyday Digital-"style" trainings at the FamilyNet Centers. As of the end of June, Comcast reported that there have been approximately 6,500 Internet Essentials activations in Chicago.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 0	Businesses and CAIs : 0
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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).

Outreach Activities

- Recruit FamilyNet Center and Business Resource Network participants
- Distribute marketing materials (brochures and postcards) to various stores, schools, centers, etc. to promote YOUmedia programs in Smart Communities
- Continue programming for CPL's One Book, One Chicago
- Build on project-based learning in the branch libraries by collaborating with neighborhood organizations for YOUmedia

Training Programs

- Continue distributing Everyday Digital and Civic 2.0 certificates of completion and earned computers to eligible community residents
- Continue Everyday Digital and Civic 2.0 training classes

Earned Computers and Broadband Subscribers

- Distribute remaining Sprint aircards to community residents
- Comcast will sponsor another 26 sessions of Everyday Digital classes to connect community residents to low-cost home internet options
- Distribute the remaining earned netbooks and desktops to eligible residents and business owners

Digital Youth Network

- Promote online curriculum to students participating in the YOUmedia branches/sites
- Contract graphic designer and writer to create supplemental resources for students in iRemix curriculum

Evaluation

- Complete organizational interviews next quarter (describing change in organizations, plans and sustainability as well as impressions of community change and continued needs)
- Try to complete FamilyNet survey and begin analysis
- Begin 2012-2013 citywide survey
- Continue Civic 2.0 survey
- Will have analysis of change in Smart Communities versus citywide change between 2008 and 2011 (intermediate data because we will have the 2012-2013 survey)

Other
 -Hire and train new YOUmedia mentors and a new cyber navigator
 -Begin pre-closeout planning

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	86	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).

We do not anticipate any challenges this coming quarter.

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	\$92,396	\$92,396	\$0	\$79,309	\$61,280	\$18,029	\$84,226	\$61,280	\$22,946
b. Fringe Benefits	\$30,665	\$30,665	\$0	\$27,594	\$16,887	\$10,707	\$30,514	\$16,887	\$13,627
c. Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
f. Contractual	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$8,720,374	\$1,646,005	\$7,074,369	\$6,684,823	\$1,287,063	\$5,397,760	\$7,476,554	\$1,481,894	\$5,994,660
i. Total Direct Charges (sum of a through h)	\$8,843,435	\$1,769,066	\$7,074,369	\$6,791,726	\$1,365,230	\$5,426,496	\$7,591,294	\$1,560,061	\$6,031,233
j. Indirect Charges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
k. TOTALS (sum of i and j)	\$8,843,435	\$1,769,066	\$7,074,369	\$6,791,726	\$1,365,230	\$5,426,496	\$7,591,294	\$1,560,061	\$6,031,233

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: \$0 b. Program Income to Date: \$0