

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 10/27/2011

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

### QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

#### General Information

<b>1. Federal Agency and Organizational Element to Which Report is Submitted</b> Department of Commerce, National Telecommunications and Information Administration	<b>2. Award Identification Number</b> 25-43-B10010	<b>3. DUNS Number</b> 956072490
<b>4. Recipient Organization</b>  University of Massachusetts Lowell 600 Suffolk Street, 2nd Floor, Lowell, MA 01854		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 09-30-2011	<b>6. Is this the last Report of the Award Period?</b>  <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>  Carol McDonough	<b>7c. Telephone (area code, number and extension)</b>  978-934-2784	
	<b>7d. Email Address</b>  Carol_McDonough@uml.edu	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  10-27-2011	

**Project Indicators (This Quarter)**

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

Trainings continue, and we have expanded into other community partner sites as well. We are now conducting trainings at the Chelmsford Public Library and Chelmsford Senior Center. Holding trainings in the library proved to be an interesting challenge for us, since most patrons requested one-time help, rather than an entire course in computer or internet literacy. We have adopted an approach similar to one of the senior centers, where participants call ahead of time (up to a month and/or at least a day in advance) and request a one hour appointment. This still allows library patrons to receive the specific help they need, but gives trainers enough advanced notice to prepare for the lesson.

We have experienced a continued increase in broadband adoption due to our efforts. We have been tracking the increase in subscriptions through our training with participants, outreach, and strengthening the wireless connection in downtown Lowell. We expect subscription rates to continue to rise.

Trainings conducted by UTEC decreased significantly this quarter, as expected. Enrollment in the programs that UTEC works with to conduct trainings has picked up again in September, and by the next quarter we expect to see similar numbers from UTEC as we have seen in the past. While UTEC trainings decreased for the summer months, we increased the number of trainings at the senior centers we work with, which helped to balance participation overall within this quarter.

UTEC completed another public service announcement, highlighting the benefits of the internet. This particular clip shows a young man staying connected with friends and family by using the internet. These PSAs created by UTEC are around 30 seconds long, and can take up to 8 hours of work to get them to the point where they are ready to be viewed. UTEC teens brainstorm ideas, create a storyboard, film, edit, and create music for these PSAs.

BTOP in conjunction with the Revolving Museum (R.M.), a "collaborative educational organization," that promotes the arts in Lowell, received a grant from the Verizon Foundation for \$10,000. This grant will help to increase access to computers and the internet for youth in the area. Furthermore, R.M. has different youth programs that utilize computer programs, and this grant will help to expand and sustain these initiatives. There was an event early in September where the Regional Director of External Affairs for Verizon came to present a check to R.M. and meet the staff and youth involved.

Hosted by the Chelmsford Public Library, BTOP held a broadband forum on September 22. A student trainer created and presented a PowerPoint explaining broadband, its benefits, and BTOP, and then providers from Comcast, Verizon, and T-Mobile each spoke briefly about their company's particular products and services. There was also time allotted at the end for questions and to speak one-on-one with the providers. While attendance was low (we suspect due to poor weather conditions), the forum was taped by Chelmsford TeleMedia, and will air on the local access station in the near future. A copy of the program will also be kept on DVD at the Chelmsford Public Library in the event someone comes in with questions regarding broadband.

An article was written in the Boston Globe highlighting efforts in the greater Boston area to prepare older adults to enter back into the workforce. A BTOP-sponsored program called "Wisdom Works" held at the Salisbury Senior Center was highlighted. This program covered topics such as the importance of resumes, and ways to apply for jobs online.

We are currently working to begin computer and internet literacy trainings in two additional community partner sites. One is Mary Immaculate, a healthcare facility for the elderly in Lawrence, and the other is D'Youville in Lowell, which is also a healthcare facility for the elderly. Both sites provide rehabilitation, assisted living, long-term care facilities, and independent living units located on site, and both are eager to offer our trainings to their patients and residents.

Finally, Jeanne D'Arc Credit Union had previously agreed to sponsor a wireless hub downtown. We are currently in discussion with JDCU to make this happen in the next quarter. The additional hub will strengthen the current wireless connection downtown, and is expected to result in increased subscriptions.

**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	68	
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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).**

Trainings with UTEC slowed significantly this quarter due to low enrollment in the community programs they conduct trainings with. However, this was anticipated and we were able to increase trainings with other community partners. Furthermore, we had anticipated a higher turn out for the BTOP forum held at the Chelmsford Public Library, but participation was low due to inclement weather. Chelmsford TeleMedia, the public access station in the town of Chelmsford, did record the presentation and will be airing it sometime in the next quarter. We know that the public access channels on television (three for Comcast subscribers, and three for Verizon subscribers) are well-watched by people residing in the area, and we are confident that broadband subscriptions will increase in the next quarter as a result of our efforts. We continue in our attempts to obtain usage and subscription data from Comcast and Verizon.

**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
Training	Partner Sites	Hands-on broadband trainings with a focus on employment skills and health information.	2,311	4,254	1,352	0
Awareness	Greater Merrimack Valley	Public information regarding broadband technology as critical to modern life and discussion of specific benefits a wired life will bring.	172,907	84,047	618	0
Outreach	Greater Merrimack Valley	Public information about UMass Lowell BTOP and specific program offerings.	607,106	134,170	216	0
Other	Downtown Lowell	Installation of wireless routers in downtown Lowell for public access.	549	264	264	0
<b>Total:</b>			<b>782,873</b>	<b>222,735</b>	<b>2,450</b>	<b>0</b>

**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).**

From our pre-test surveys we determined that 52% of those surveyed reported that they did not use the internet. Furthermore, 61.2% of our training participants (who we did not physically sign up for a broadband program) reported that due to our trainings they would be "likely" to sign up for broadband. Therefore, we calculated that 61.2% of the 52% or 31.8% of our participants would likely subscribe to broadband as a result of our trainings (4254 participants x 31.8% = total is 1352). This percentage is similar to other estimated adoption percentages for similar populations (PEW Research Center, 2009). Please note, that we have administered additional surveys since the last quarter, however the percentages of participants who reported being likely to subscribe to broadband as a result of our trainings was not statistically different from the previously reported percentages, which is why we continue to use the same formula.

Our trainers have also personally assisted individuals in purchasing broadband, and we have counted those individuals as well (8 in total). Trainers have assisted participants by helping them find the right provider, navigating contracts, and even assisting some individuals in set-up and start-up of broadband in their own homes.

In addition, we are able to count the number of people using the wireless routers we installed in downtown Lowell. From this list we determined how many individuals signed onto the system at least twice, and counted these individuals as subscribers (264 in total).

Furthermore, our first public service announcement has been airing on-loop since April, and our second in September. We are

confident that at least .75 of those who have viewed the PSAs have subscribed to broadband. Furthermore, we continue our efforts in leaving informational brochures at local libraries. We are confident that at least .75 of individuals who use the public libraries have subscribed to broadband as a result of our efforts. We were also featured as a significant community partner to the Lawrence Senior Center in the bilingual newspaper Rumbo, distributed to the greater Lawrence area. We are confident, given the respect both the Senior Center and Rumbo have in the larger community, that this write-up influenced at least .75 of the population to subscribe to broadband service.

**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).**

We are very close to the number of new subscribers we had projected in our baseline plan. While we provide information and technical assistance when possible for participants, we cannot control the cost of broadband, which has been cited in our surveys often as a prohibitive factor in purchasing broadband. We continue our work to install additional wireless routers downtown, but the wireless connection is still limited to a particular area of town, limiting the number of people who are able to access it. However, since last quarter we have significantly increased our awareness and outreach campaigns, which we are confident have resulted in an increase in broadband subscriptions. We hope to continue this trend during the next quarter, with the airing of our forum on public access. Furthermore, we are in discussion with Jeanne D'Arc Credit Union in regards to JDCU sponsoring an additional wireless connection downtown. This will strengthen the overall connection, and is expected to result in an increase in subscriptions.

**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).**

We expect to see an increase in broadband subscription when our BTOP forum airs on public access in the town of Chelmsford. Furthermore, discussions are moving swiftly with JDCU, and we expect an additional wireless hub to be installed downtown by the end of the next quarter. Our relatively new partnership with the Chelmsford Public Library is picking up in popularity, and we have been asked to add workshops for employees along with our one-on-one trainings with patrons. Since holding the BTOP forum at the Chelmsford Public Library, our contact person there has offered to reach out to other local public libraries on our behalf to help get the ball rolling on additional forums held at other sites. We do not expect to have enough time to plan and execute another forum in the next quarter, we do plan to be in discussions about this with additional sites.

**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	80	
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).**

Student trainers will begin final examinations early to mid-December, and then we will head into the holiday season. We expect to decrease trainings around Thanksgiving, and then again in the couple of weeks leading up to the winter holiday for student trainers. Furthermore, we would like to begin discussing additional BTOP forums to be held at other local libraries, but we anticipate this taking some time. Libraries, as we have come to understand, are especially busy in the late-Fall and Winter months. Libraries' busy schedules may impede executing another forum in the near future.

**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	\$316,877	\$68,819	\$248,058	\$215,472	\$69,389	\$146,083	\$278,509	\$80,063	\$198,446
b. Fringe Benefits	\$36,813	\$4,252	\$32,560	\$26,146	\$7,246	\$18,900	\$34,274	\$8,476	\$25,798
c. Travel	\$1,050	\$0	\$1,050	\$1,130	\$0	\$1,130	\$1,130	\$0	\$1,130
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$69,300	\$4,400	\$64,900	\$57,594	\$2,475	\$55,119	\$62,900	\$3,400	\$59,500
f. Contractual	\$332,283	\$118,527	\$213,756	\$189,903	\$103,432	\$86,471	\$247,906	\$125,435	\$122,471
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$11,050	\$0	\$11,050	\$1,500	\$0	\$1,500	\$1,500	\$0	\$1,500
i. Total Direct Charges (sum of a through h)	\$767,373	\$195,998	\$571,374	\$491,745	\$182,542	\$309,203	\$626,219	\$217,374	\$408,845
j. Indirect Charges	\$211,714	\$0	\$211,714	\$126,279	\$0	\$126,279	\$192,363	\$0	\$192,363
k. TOTALS (sum of i and j)	\$979,087	\$195,998	\$783,088	\$618,024	\$182,542	\$435,482	\$818,582	\$217,374	\$601,208

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