

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 08/16/2011

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 25-43-B10010	3. DUNS Number 956072490
4. Recipient Organization University of Massachusetts Lowell 600 Suffolk Street, 2nd Floor, Lowell, MA 01854		
5. Current Reporting Period End Date (MM/DD/YYYY) 06-30-2011	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 Carol McDonough	7c. Telephone (area code, number and extension) 978-934-2784	
	7d. Email Address Carol_McDonough@uml.edu	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 08-16-2011	

Project Indicators (This Quarter)

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

Student trainers continue working with partner sites. Several senior centers including Lawrence, Amesbury, and Salisbury have seen increased participation in the last quarter and so we have increased trainings at these sites. BTOP was recognized during a ribbon cutting ceremony at the Lawrence Senior Center, for the excellence of the trainings as well as the contribution of computers for their computer lab. The mayor of Lawrence and many public officials were in attendance. There was a write-up about BTOP, including a photograph, in the bilingual newspaper Rumbo as well (please see attachment B, pages 8 and 9), as well as the UMass Lowell online newspaper. BTOP was also recognized during a ceremony held at the Amesbury Senior Center as a significant community partner to the center. The mayor of Amesbury and many public officials were in attendance at this event as well.

Since the last quarter student trainers also participated in the Community Engagement Showcase here at UMass Lowell on April 25 2011. Trainers participated in the poster session, and were able to discuss the program with a number of faculty, staff, administrative personnel, and community members. Trainers also handed out informational flyers on the benefits of broadband, and reasons to subscribe to and use the internet.

Our subgrantee site UTEC continues with its trainings, although they recently cut back on trainings for the summer months. UTEC has already started creating the next public service announcement for BTOP. This next PSA will feature a young man using the internet in an entrepreneurial way, to sell t-shirts with his drawings on them. This is slated to wrap up by early in the next quarter. We expect increased broadband subscriptions due to these frequently-aired PSAs.

Our website went live early in June (<http://www.uml.edu/research/btop/default.html>). It describes BTOP on a national level, as well as our particular project, the lessons we teach, and helpful links for community members. It also lists our staff and contact information. We are also now listed on the larger UMass Lowell website directory. The creation of this website has spanned several past reporting quarters, and we are confident it is now where we need it to be.

BTOP Lowell has been named as a community partner for Jeanne D'Arc Credit Union. Information about the program as well as links to our website and contact information went up in June on their Common Threads website (please see Attachment C). Furthermore, we are in discussion with the Credit Union in regards to a sponsorship for another wireless hub on one of their buildings. This would strengthen the wireless network downtown that we have been working on, and thus increase broadband subscriptions in the area.

We also successfully submitted grant applications to the Verizon Foundation, and we are happy to report that we have already received confirmation of approval for one of the grants. This grant is in partnership with the Revolving Museum in Lowell, and will help to support programs that work on math, science, and technology with local children. Importantly, this brings in another significant community partner to our program, but will also result in strengthening the wireless connection downtown.

We are working with Clearwire to develop a partnership to increase broadband access.

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	50	
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).

Our community partner, Lowell Telecommunications Inc. was renovating their facilities through the spring, which delayed installation of additional wireless hubs in downtown Lowell. However, renovations have wrapped up, and our point-person for the project will now

be able to devote the time and space needed for this part of our project. Furthermore, we had anticipated the second public service announcement created by UTEC to air by the end of this quarter, but this was delayed due to ongoing construction in their facilities. This delayed the second PSA about two weeks, so it will air early in the next quarter. Also, while the PIs on the project have been working on the grant since the completion of the academic year, there was a slight delay in completing the paperwork needed to reflect that time for this quarter. Even though they have been working since the last quarter, this will not be reflected in the most recent numbers in regards to budget expenditures. 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	1,920	2,978	947	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.	103,246	47,841	38	0
Outreach	Greater Merrimack Valley	Public information about UMass Lowell BTOP and specific program offerings.	354,842	139,206	487	0
Other	Downtown Lowell	Installation of wireless routers in downtown Lowell for public access.	385	218	218	0
Total:			460,393	190,243	1,690	0

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 (2978 participants x 31.8% = total is 947). 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 (218 in total).

Furthermore, our public service announcement has been airing on-loop since April. We are confident that at least .75% of those who have viewed the PSA 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. Finally, 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 additional PSA as well as a forum with the Chelmsford Public Library on the benefits of subscribing to broadband, as well as what providers and plans to consider, etc.

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
----------------------	--------------------------------

Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

The next public service announcement created by UTEC will be finished and aired by early in the next quarter. We anticipate the airing of this second PSA to help generate broadband subscriptions in the area. We anticipate additional wireless routers to be installed in downtown Lowell, due to our partnership with Jeanne D'Arc Credit Union and the increased availability of our partner at LTC now that construction has completed. We are also in discussion with the Chelmsford Public Library to partner with them both in trainings and in outreach. This will allow us to train more individuals one-on-one, but also will allow us a public space in which to hold a forum about the benefits of broadband. We anticipate additional subscriptions as a result of our partnership with the Chelmsford Public Library. We expect to implement our partnership with Comcast's Internet Essentials Program.

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	60	
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 anticipate a slight drop off in the number of training participants for early in the next quarter, due to the busy summer months. Furthermore, student trainers will begin their regular coursework at the university in September, so it is expected that there will be some shuffling of schedules and perhaps a small break as everyone adjusts to the upcoming academic year. We do not expect this to significantly affect subscriptions, however, since we are also planning our forum for early in the fall and increased wireless access in the downtown.

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	\$167,838	\$58,715	\$109,123	\$205,815	\$58,715	\$147,100
b. Fringe Benefits	\$36,813	\$4,252	\$32,561	\$20,988	\$6,015	\$14,973	\$25,138	\$6,015	\$19,123
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	\$57,510	\$2,475	\$55,035	\$63,100	\$2,600	\$60,500
f. Contractual	\$332,283	\$118,527	\$213,756	\$143,593	\$81,399	\$62,194	\$158,900	\$83,400	\$75,500
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$11,050	\$0	\$11,050	\$1,500	\$0	\$1,500	\$2,800	\$0	\$2,800
i. Total Direct Charges (sum of a through h)	\$767,373	\$195,998	\$571,375	\$392,559	\$148,604	\$243,955	\$456,883	\$150,730	\$306,153
j. Indirect Charges	\$211,714	\$0	\$211,714	\$99,090	\$0	\$99,090	\$129,618	\$0	\$129,618
k. TOTALS (sum of i and j)	\$979,087	\$195,998	\$783,089	\$491,649	\$148,604	\$343,045	\$586,501	\$150,730	\$435,771

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