

RECIPIENT NAME:NEW YORK, CITY OF

AWARD NUMBER: 36-43-B10565

DATE: 11/16/2011

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 36-43-B10565	3. DUNS Number 884226288
4. Recipient Organization NEW YORK, CITY OF 75 PARK PL, NEW YORK, NY 10007		
5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2011	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 Anne Kathryn Hohman	7c. Telephone (area code, number and extension) 212-513-6484	
	7d. Email Address ahohman@doitt.nyc.gov	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 11-16-2011	

Project Indicators (This Quarter)

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

During the last quarter, the New York City Department of Information Technology and Telecommunications:

- Hired a dedicated Project Manager, and is in the process completing HR procedures to bring that person on.
- Continued to implement and refine administrative processes.

The New York City Department of Education (NYC DOE):

- Completed development of the new "Digital Literacies" course and DIG/IT web platform, which serve as the basis for the program.
- Administered a summer pilot in four transfer schools, with six teachers and 36 students.
- Began a fall pilot in 16 transfer schools with 22 teachers and approximately 425 students (rosters still finalizing).
- Began recruitment of remaining 32 transfer schools to launch in either December 2011 (trimester-based schools) and February 2012 (semester-based schools).
- Completed hiring of NYC DOE's NYC Connected Foundations program team (now 7 full-time, 2 part-time).
- Registered the contract with CFY to conduct family training at DIG/IT Expos, provide 5,160 new laptops, facilitate broadband discount program, and track broadband adoption among participating households.

Additionally, Teaching Matters, our professional development provider, began providing support to teachers and ReLearning Curve, our external evaluator, began designing evaluation plans in July 2011. (ReLearning Curve received DOE IRB approval for program evaluation in September 2011.)

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	9	Expenditures this quarter lag approximately 23.2% behind projection made in Baseline Report. Project was transferred to a new office within the NYC DOE and contracting delay with CFY delayed some expenditures. The City uses a reimbursement payment method, and will be reporting on a cash basis, only after payments have been made.
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).

Project was transferred to a new office within the NYC DOE, which has resulted in some administrative delays.

The NYC DOE has made significant progress in overcoming the late programmatic start. All staff have been hired and all contracts registered.

NYC DOE's contract with CFY, which is retroactive to July 1, 2011, was registered in September 2011. In October, they will invoice

the DOE for all work conducted beginning July 1.

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
DIG/IT summer pilot	Brooklyn, NY	DIG/IT Expos with CFY providing netbooks to students and the DOE collecting family information for broadband sign-up upon registering of CFY contract with the DOE and finalization of Memoranda of Understanding with cable providers.	40	36	0	0
Total:			40	36	0	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).

Our measurement methodology involves estimating both (A) "New Adoption" by families who had not adopted broadband upon program initiation and (B) "Net Adoption" by families who had broadband adoption upon program initiation and were retained on broadband as a result of the program.

As recommended by our NTIA program officer, we plan to measure New Adoption in two ways.

First, we will measure new "subscribers" who did not have residential broadband before the Connected Foundations program and who subsequently signed up after the student participated in the Digital Literacies course. As detailed in the last quarterly report, CFY generates a unique CFY ID for every student served. This CFY ID is used during the family registration and pre-survey process and is also permanently affixed to the free computer. At the DIG/IT Expo, CFY gathers basic information for every CFY ID, including technology adoption status and phone numbers, and follows up with Expo participants approximately three months later, via phone, to determine whether they have subscribed to broadband services.

Second, we will measure households' "use" of broadband outside of the home. Specifically, we define this "use" as a minimum of two hours per week spent online using broadband, on the households' own computer. This method reflects recent research that suggests that the primary barriers to broadband adoption are (1) financial and (2) perceptions about the utility of broadband access. We hope to combat the former through CFY computer and broadband programs, and the latter by educating students and families about the ways in which they can use the internet to enrich their lives, thereby creating sustainable, educated demand for broadband.

To estimate Net Adoption, CFY conducts phone surveys (approximately one year after the Family Learning Workshops) of families who were broadband subscribers at the time of the workshop. This data, compared to typical home broadband subscription retention rates of low-income families, is used to determine the number of families who have become Net Adopters - or continued home "subscribers."

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).

Our Baseline Report projected 413 subscribers by the end of this quarter. Overall delays in program start, and the fact that measurement takes place after our primary intervention have delayed our ability to report new subscribers. Additionally, the broadband discount program was not yet secured in time for delivery in the summer pilot, however it will be delivered in Q4 2011. We expect to have subscriber figures to report in Q1 2012.

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).

In the next quarter, DoITT expects to:

- Bring its full-time Project Manager on board.
- Continue to implement administrative processes.

NYC DOE plans to:

- Complete the fall pilot testing of the “Digital Literacies” course and DIG/IT in the trimester-based transfer schools, including the distribution of computers and discounted broadband access to students and families.
- Provide professional development to 22 participating teachers.
- With Teaching Matters, create and deliver workshops for teachers on effective blended learning strategies.
- Complete a round of revisions and upgrades to DIG/IT based on fall pilot feedback.
- Integrate DIG/IT with NYCDOE learning management system, Desire 2 Learn.
- Formally launch “Digital Literacies” in all trimester-based transfer schools.
- Onboard semester-based transfer schools for February 2012 launch.
- Continue to develop teacher-facing materials and support mechanisms.
- Maintain a consistent (at least biweekly) staff presence in participating schools.
- With CFY, review and revise plans for DIG/IT Expo sessions with families.
- With CFY, develop data management protocols to track program participation, computer delivery, and broadband adoption.
- With ReLearning Curve, finalize program evaluation instruments.

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	19	Anticipated expenditure lags approximately 24.07% behind projection made in baseline plan. Project was transferred to a new office within the NYC DOE and contracting delay with CFY delayed some expenditures. The City uses a reimbursement payment method, and will be reporting on a cash basis, only after payments have been made.
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).

No challenges expected to impact planned progress against milestones listed above at this time.

One challenge anticipated that does not directly relate to these milestones is that Time Warner Cable has signed an MOU with CFY to extend its NYC Connected Learning discounted broadband program to Connected Foundations. Cablevision has committed verbally to extending its NYC Connected Learning discounted broadband program to Connected Foundations, but has not yet finalized the MOU with CFY. This needs to be completed in order to offer the full discount program.

The City would also like to explore additional options for broadband connectivity beyond residential cable, in order to increase the Connected Foundations subscriber base.

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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
b. Fringe Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
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	\$126,714	\$0	\$126,714	\$0	\$0	\$0	\$27,738	\$0	\$27,738
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$8,334,798	\$2,499,388	\$5,835,410	\$745,006	\$569,199	\$175,807	\$1,574,243	\$1,053,604	\$520,639
i. Total Direct Charges (sum of a through h)	\$8,461,512	\$2,499,388	\$5,962,124	\$745,006	\$569,199	\$175,807	\$1,601,981	\$1,053,604	\$548,377
j. Indirect Charges									
k. TOTALS (sum of i and j)	\$8,461,512	\$2,499,388	\$5,962,124	\$745,006	\$569,199	\$175,807	\$1,601,981	\$1,053,604	\$548,377

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