ANNUAL 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** 42-43-B10571	**3. DUNS Number** 077064095

4. Recipient Organization

Urban Affairs Coalition 1207 Chestnut Street Suite 700, Philadelphia, PA 19107-4101

5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2013	**6. Is this the last Annual Report of the Award Period?** ⊙ **Yes** ◯ **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 Kate Rivera	**7c. Telephone (area code, number and extension)**
	7d. Email Address krivera@uac.org
7b. Signature of Certifying Official Submitted Electronically	**7e. Date Report Submitted (MM/DD/YYYY):** 03-11-2015

PROJECT INDICATORS

1. Does your Sustainable Broadband Adoption (SBA) project foster a particular broadband technology or technologies? If so, please describe this technology (or technologies) (600 words or less).

The main broadband technologies the project focused on were the Comcast Internet Essentials program and Clear Wi-Max internet through a partnership with Mobile Citizen and Wilco Electronics. Program participants also received information about other options such as DSL, smart phones and smart phone tethering, etc.

2a. Please list all of the broadband equipment and/or supplies you have purchased during the most recent calendar year using BTOP grant funds or other (matching) funds, including any customer premises equipment or end-user devices. If additional space is needed, please attach a list of equipment and/or supplies. Please also describe how the equipment and supplies have been deployed (100 words or less).

Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
N/A	N/A	0	0	N/A
Totals		0	0	

Add Equipment	Remove Equipment

2b. To the extent you distribute equipment/supplies to beneficiaries of your project, please describe the equipment/supplies you distribute, the quantities distributed, and the specific populations to whom the equipment/supplies are distributed **(600 words or less).**

Philadelphia Housing Authority residents who completed eight hours of training received a free netbook. A total of 5,044 participants received netbooks through this program.

UAC also worked with Mobile Citizen and Wilco Electronics to offer Clear Wi-Max internet subsidies and modems to new subscribers. A total of 3,060 KEYSPOT clients became new subscribers through the program and received a free modem.

3. For SBA access and training provided with BTOP grant funds, please provide the information below. Unless otherwise indicated in the instructions, figures should be reported <u>cumulatively</u> from award inception to the end of the most recent calendar year. For each type of training (other than open access), please count only the participants who <u>completed</u> the course.

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Open Lab Access	0	0	0
Multimedia	3,187	2,342	22,844
Office Skills	838	776	5,222
ESL	401	302	2,172
GED	273	267	2,044
College Preparatory Training	0	0	0
Basic Internet and Computer Use	68,168	18,405	163,475
Certified Training Programs	1,145	1,008	10,069
Other (please specify): Job Readiness/Misc	1,750	1,434	10,948
Total	75,762	24,534	216,774

4. Please describe key economic and social successes of your project during the past year, and why you believe the project is successful thus far (600 words or less).

In 2013, KEYSPOT powered by the Freedom Rings Partnership:

-Provided 34,296 hours of training to 4,156 participants, bringing the cumulative total for the entire grant to 231,555 hours of training delivered to 25,107 participants. That figure includes 573 participants and 14,781 hours delivered through supervised self-guided online learning, not included in section 3 above. These results exceed initial program goals of 210,630 hours of training to 15,000 participants.

-Distributed 1,088 netbooks to Philadelphia Housing Authority residents, for a cumulative total of 5,044 netbooks distributed, slightly exceeding program goal of 5,000 netbooks.

-Promoted broadband adoption to 5,727 new household subscribers, bringing grant total to 6,267 new household subscribers and 51 new business or CAI subscribers. Again we exceeded our grant goals of 5,000 new household subscribers and 50 new business or CAI subscribers.

-Continued to conduct broad based outreach through a comprehensive marketing campaign that reached more than 5 million awareness impressions. As a final deliverable, Drexel University produced summary program highlights:
-Executive Summary: Coming Together to Create a More Connected Philadelphia
-Workforce Development Spotlight: Jobs, Jobs, Jobs
-Education Spotlight: Building Digital Fluency in the Next Generation
-Nonprofit Capacity Building Spotlight: A Network of Stronger Partners
-KEYSPOT Success Stories: Why We Do What We Do
These materials are available on the Urban Affairs Coalition website at http://uac.org/partners/freedom-rings-sustainable-broadband-adoptionkeyspot.

-In addition to meeting the project's non-federal match requirement as indicated on the financial report, UAC and its subrecipients successfully contributed $143,389 in excess match funds.

In the areas of research and evaluation, the Urban Affairs Coalition (UAC) was pleased to release three key research reports. All three reports can be found on UAC's website at http://uac.org/partners/freedom-rings-sustainable-broadband-adoptionkeyspot..

First, the final evaluation report of the KEYSPOT program by the Open Technology Institute, "The KEYSPOT Model: A Home Away from Home." A few key excerpts include:

"What the evaluation does show is a complex portrait of an innovative digital inclusion program in one of the country's largest and poorest cities. The FRP has uniquely embedded public computer access and digital literacy programs within a network of social services and community-based work. With this approach, the FRP has helped bring Philadelphians online and helped them harness broadband's positive socioeconomic effects."

"KEYSPOTS provide critical access points to the Internet for participants, helping them overcome fear of technology and increase their digital literacy skills with the help of supportive frontline staff who create a safe, welcoming, and engaging space for new Internet and computer learners."

The FRP's experience with BTOP resulted in the creation of an innovative model for broadband adoption, bringing broadband and its benefits to Philadelphia's most underserved communities."

Secondly, UAC also released the Executive Summary of a research report by Rutgers University, "Techno-Social Infrastructure: Poverty, Inequality and Broadband Adoption in Urban America" which concluded:

"Philadelphia's KEYSPOT Program is a meaningful response to Philadelphia's urban crisis. In particular, KEYSPOT has evolved into what we call a techno-social infrastructure that aims to address many of Philadelphia's social and economic problems from unemployment to truancy and social isolation."

"Through our initial analysis, we contend that KEYSPOTS is a critical component of a novel Philadelphia, helping forge new spaces and practices that speak to the problems of poverty, un/underemployment, truancy and social isolation."

Third, a survey conducted by Drexel University of Philadelphia Housing Authority residents who completed eight hours of training and received a free netbook. The survey focused on the immediate impact of the training and netbook on the lives of the participants.

5. Please estimate the level of broadband adoption in the community(ies) and/or area(s) your project serves, explain your methodology for estimating the level of broadband adoption, and explain changes in the broadband adoption level, if any, since the project began.

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).
42	We do not have any updated citywide data on adoption since the time of the initial proposal. We have been able to document that at least 6,000 Philadelphians obtained internet at home as a direct result of the program. We also know that our extensive computer training has increased familiarity and use of internet for a much larger number of participants.

6. Please describe the two most common barriers to broadband adoption that you have experienced this year in connection with your project. What steps did you take to address them (600 words or less)?

1. Cost: Serving vulnerable populations in a city with high poverty rates means that cost was and continues to be a significant barrier to broadband adoption. We addressed this issue by partnering to offer low-cost internet and computer options. We partnered with Wilco

Electronics and Mobile Citizen to offer Clear Wi-Max service at $15 per month with a free modem to KEYPOST clients. We referred participants in need of a computer to a computer refurbisher, Nonprofit Technology Resources (NTR). We also partnered with Comcast to offer their Internet Essentials service for $9.95 per month and $149.99 computer, and completed a bulk buy for 101 KEYSPOT clients to receive the service and computer for free.

2. Lack of Knowledge/Apprehension about Technology: Program participants often discussed the lack of knowledge surrounding computers and their application as a reason why they have shied away from broadband adoption. The intent of our training program and marketing campaign was to provide a tailored and warm introduction to computers use, the ways it is pertinent in daily life, and the necessity of connectivity as a path out of poverty and bridge to the wider world.

7. To the extent that you have made any subcontracts or sub grants, please provide the number of subcontracts or sub grants that have been made to socially and economically disadvantaged small business (SDB) concerns as defined by section 8(a) of the Small Business Act, 15 U.S.C. 647, as modified by NTIA's adoption of an alternative small business size standard for use in BTOP. Please also provide the names of these SDB entities. (150 words or less)

The Urban Affairs Coalition has not subcontracted with any socially and economically disadvantaged small business (SDB) concerns.

8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).

The final program evalation report from Open Technology Institute, discussed in item 4 above, noted the following best practices that could inform future efforts:

Digital literacy trainers and public computer lab assistants must be knowledgeable, friendly, and above all, patient, particularly for the population of novice users who are fearful of new technologies.

Programs should incorporate professional development opportunities for their digital literacy trainers, including trainings that address the rapidly changing pace of technology.

For large collaborations, partnership-wide tasks, such as evaluation, awareness, and technical support should be established at the very beginning stages of planning and revisited periodically throughout the grant period.

The practice of embedding broadband adoption efforts within community-based and social service organizations effectively connects target populations to programs. The focus on social support has also influenced participants to positively view and engage with new digital technologies. These factors combine to tell the story of a KEYSPOT Model of Broadband Adoption that shows one path for how individuals historically on the wrong side of the digital divide can increase their broadband use. Connecting digital literacy to other pressing needs of target populations and doing so in a welcoming, supportive way is an effective means to cultivating personal and community interest in broadband.