

RECIPIENT NAME:Urban Affairs Coalition

AWARD NUMBER: 42-43-B10571

DATE: 11/15/2011

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> 42-43-B10571	<b>3. DUNS Number</b> 077064095
<b>4. Recipient Organization</b>  Urban Affairs Coalition 1207 Chestnut Street Suite 700, Philadelphia, PA 19107-4101		
<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>  Arun PrabhaKaran	<b>7c. Telephone (area code, number and extension)</b>  215-851-1774	
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<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  11-15-2011	

**Project Indicators (This Quarter)**

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

We have opened 13 additional training sites and sub-recipients continue to refine their outreach methods and course delivery as we ramp up training.

We have partnered with Comcast to enroll low-income residents in low-cost high-speed internet, and are negotiating other potential opportunities to offer affordable internet to low-income Philadelphians. This will give many of our participants the opportunity to become internet subscribers.

Sub-recipient Drexel University has hired a new program manager who will supervise implementation of nearly completed marketing plan. We are working with a marketing firm to develop a strong re-branding effort, which will be ready for implementation beginning Q4. We expect the re-branding initiative to increase awareness of our program and drive enrollment numbers.

We have initiated project evaluation planning with New America Foundation and a strong evaluation working group. This is an important step in the process of developing a robust tool to track key indicators and outcomes, increasing our program effectiveness.

**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	15	Ramp up delayed and retention challenges
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).**

Attraction and retention of participants continues to be an ongoing challenge, especially for sub-recipients who are targeting populations with a variety of difficult life circumstances including low-literacy, health issues, drug addiction, homelessness, etc. We are in a process of continuous improvement with regards to our target audience, outreach methods, class structure, incentives, and program support. Training is definitely ramping up but we have not yet recovered from the slower-than-expected start.

**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
Drexel - Basic Training	Various	Introductory computer training sessions for Philadelphia Housing Authority residents	28,000	426	0	0
FIGHT - Basic Internet Skills Training	Various	Training on how to use technology to access health-related information	837	837	0	0
MMP - On Blast Radio	Philadelphia Student Union	Training youth on how to write articles for online and print media	42	42	0	0

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
MMP - MMPTV	MMP	Training community members in TV production for online and broadcast media	8	8	0	0
MMP - Basic Computer Skills Training	Various	Overview of how to use the computer for Web browsing, file management, emailing, social networking to increase acceptance of computer technology.	28	28	0	0
MMP - Media Skills Training	Roxborough HS	Training youth media production and communication skills.	105	105	0	0
MMP	Head Start	Digital Story Telling	12	12	0	0
NCCF - Basic & Intermediate Computer Skills Trainings	NCCF	Basic Skills & MS Productivity Applications	432	432	0	0
ODAAAT - Basic Computer Skills Trainings	ODAAAT	Basic Skills	160	90	0	0
ODAAAT	ODAAAT	Intermediate Computer Skills	160	68	0	0
PEC	VICA	MS Word	67	56	0	0
PEC	Families First	Community Computer Class - Computer Fundamentals	43	43	0	0
PEC	Gloria's Place	Computer Basics	28	28	0	0
PEC	Summer Camp	Computer Activities for Homeless Youth	30	30	0	0
PEC	PEC	Partnership CDC Netbooks	16	16	0	0
PEC	PEC	JOBS Computer Literacy	58	58	0	0
PEC	PEC	Teen Technology Network	8	8	0	0
PEC	PEC	Parent-Child Tech Program	10	10	0	0
PEC Dignity	PEC	GED prep and afterschool programming	58	58	0	0
PEC Drueding	PEC	Resume, Web design, computer basics.	10	4	0	0
YOACAP - Basic & Intermediate Computer Skills Trainings	YOACAP	Basic Skills & MS Productivity Applications	194	161	0	0
YOACAP	YOACAP	ICDL Advanced Certificate Training	27	15	0	0
N/A	N/A	N/A	0	0	0	0
NCCF	NCCF	Purchased Internet Subscription	1	1	0	1
N/A	N/A	N/A	0	0	0	0
Outreach at Sites	Various	Outreach conducted at site openings	350	350	0	0
Outreach at Events	Various	Outreach conducted via tabling and/or announcements at community events	34,398	30,347	0	0
Radio Outreach	Various	Outreach conducted via radio announcements or programs	1,000,000	0	0	0
Referral Outreach	Various	Outreach to other organizations for referrals	645	645	0	0

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
Online Outreach	Online	Outreach online via website, social media, and e-newsletters	7,667	7,667	0	0
Mail Outreach	Mail	Outreach conducted via mailings	1,500	15	0	0
<b>Total:</b>			<b>1,074,894</b>	<b>41,560</b>	<b>0</b>	<b>1</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).**

A New Subscriber is a person who obtains a 1) fully-paid, 2) subsidized or 3) free subscription to the Internet (e.g. an individual becomes an Internet user of a library, computer center or other public access point for no cost) and uses an a) computer or b) handheld devices such as cell phones, smart phones, ipads, or netbooks for access to the Internet. A New Subscriber is someone who previously did not access the Internet in any of these ways prior to program participation.

In addition to subscriptions, we count adopters. An Adopter is a person who has increased their computer skills or gained new computer skills in order to obtain information they need, perform transactions, communicate more effectively, and thereby improve his/her quality of life. Every training participant is, by definition, an Adopter.

Our plan is to determine not only whether a household or business/CAI is subscribing, but to obtain additional information regarding individual and mobile subscribers (as stated in our definition of subscriber). To obtain this information we will be querying Internet Service Providers, as well as subscribers themselves. In the latter case, we are already collecting, on intake, whether a participant is a current subscriber. If the answer is "no", we present options for subscribing, and help subscribers get through the subscription process. If a training participant opts out of becoming a subscriber immediately, we will follow up, through phone, email and mail, with inducements to subscribe. In addition, the PHA free laptop program is finalizing opportunities to provide low-cost Clear Wi-Max Internet service through Mobile Citizen (their cable infrastructure will not support Comcast Internet Essentials).

**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 have not attained the baseline due to several factors: slower than expected ramp-up in access and training, plus lack of a low-cost subscription required for our target population to consider subscription. Our partnership with Comcast developed too late to yield results in this quarter, but we expect these numbers to increase next quarter.

We are now developing a strategy for approaching business/CAI subscribers. Outreach opportunities include partnering with organizations that currently work with emerging and entrepreneurial organizations (Greater Philadelphia Chamber of Commerce, Free Library of Philadelphia, The Entrepreneurs' Forum of Greater Philadelphia, Innovation Philadelphia, Entrepreneur Works, Enterprise Center, the Pennsylvania Minority Business Enterprise Center, the Philadelphia Hispanic Chamber of Commerce, and others). What we are offering organizations is the opportunity to obtain free digital learning training for owners and employees, training on developing a Web presence, and access to low-cost Internet service. We are now projecting that these subscriptions will ramp up in the 1st three quarters of 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 : 1

**Project Indicators (Next Quarter)**

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

We expect significant increases in training program activities and expenditures as the full impact of recently opened sites are realized and we continue to bring additional sites on board.

During the next quarter, we will be having a brand re-launch and initiating a strong awareness campaign which we expect to significantly raise the profile of this project and drive an increase in participation from the community.

We expect to see a significant increase in new broadband subscribers as a result of our partnership with Comcast and hope to complete negotiations to offer a second low-cost high-speed internet subscriptions.

Finally, we expect continued progress in developing a tool for gathering additional program and participant metrics. This tool will inform us on ways we can better manage the implementation and maintenance of the program, so as to maximize program outcomes.

**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	25	Ramp up delayed and retention challenges
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).**

Our biggest challenge is generating sufficient program participation to make up for the slower than expected start from previous quarters. We are making good headway as we continue to refine our outreach and course offerings, as well as open additional training sites. In addition, we are broadening our reach outside of sub-recipients' traditional target populations and helping sub-recipients to make connections with other organizations that can serve as reliable referral sources.

While our partnership with Comcast will allow us to begin generating new broadband subscribers, we anticipate some challenges in Q4 while we smooth out the kinks in the enrollment process. We will need to develop the best method of assisting consumers with enrollment as it is a multi-step process that will present some challenges to our target audience.

