QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted	2. Award Identification Number	3. DUNS Number
Department of Commerce, National Telecommunications and Information Administration	46-41-B10548	115077950

4. Recipient Organization

Communication Service For The Deaf, Inc. 102 N KROHN PL, SIOUX FALLS, SD 571031800

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
06-30-2011	○ 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	7c. Telephone (area code, number and extension)
Dave Miller	
	7d. Email Address dmiller@c-s-d.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	07-29-2011

Project Indicators (This Quarter)

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

This past quarter the contact center was fully staffed and operational. We have hired additional hearing agents with signing ability to be better serve hard of hearing consumers. We continue to adjust scheduling to improve customer service and agent occupancy. We have processed over 1749 applications for service. We completed updating the Public Access Videophones and have place 48 units this past quarter. Units have been placed in the following states, New York, Georgia, Minnesota, Kansas, Maryland, South Dakota, Pennsylvania and Indiana. These units are shipped to location and a team of two technician travel from Sioux Falls to install the equipment. We have identified local Independent Living Centers as ideal locations for this equipment. They provide support services to low income deaf and hard of hearing individuals who are most likely not to otherwise have access to broadband services. By regions we plan to target these organizations as potential host sites. This summer we have been concentrating on State level outreach events. We have found that our most effective outreach strategies are face to face encounters with potential program participants. Although web and print media generates a level of awareness concerning broadband, it doesn't appear to motivate our target population to take action. We have revised our outreach plan to emphasis activities that put us in direct contract with consumers. We are also experimenting with "application parties". These are events hosted by local deaf and hard of hearing organizations using their knowledge and position within the disability community to attract program participants. We plan to schedule multiple events within a geographical region to minimize outreach staff travel time and expense.

Project Endeavor continues to update and expand our web presence. During this last quarter we have produced 23 new training video. We are currently working on the content for an employment supports section for deaf and hard of hearing job seekers who are not academically inclined. To date our web and call center presence has resulted in 651,439 impressions. We participated in 31 outreach event this quarter attended by 23,051 individuals. We are beginning to receive and review early program evaluation data from our external evaluator to help guide the project. Project staff recent presented at the NTIA sponsored Community Broadband Adoption Impact & Sustainablity Conference in Cleveland Ohio. This conference helped us to identify a more affordable resource for end user equipment.

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	35	Last quarter we reported meeting all baseline projections except for the number of households and community anchor subscribers. We are back on track in terms of community anchor subscribers but continue to lag behind on the number of household subscribers. We have expanded eligibility for the program to include middle income individuals and added new equipment options that better meet the needs of deaf individuals who want to expand their broadband usage or want to use wi fi as their primary source of broadband.
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).

We continue to make adjustment in program eligibility standards, outreach methods and the equipment and broadband services options available to program participants. From our initial outreach efforts and program evaluation results it would appear that the broadband adoption rate for deaf individuals is significantly higher than the general disability community. With the advent of free video relay services replacing tradition TTY communications, which is only available through broadband, most deaf household have already subscribed to broadband.   However, because of their poor computer literacy many of these individuals are using broadband primarily for videos communication and not availing themselves of the full benefit of broadband access. Some have end user access equipment that will only support video communications. We have had a poor response to our initiative to pair our ability to provide subsidized

broadband service with VRS provider's ability to donate video access equipment to program participants. First, because many deaf and hard of hearing individuals all ready have wired broadband service and secondly, because they are interested in video access equipment that will also support other broadband services. Another complicating factor is that the wide variance in the range of hearing loss, the preferred mode of communications and the range of computer literacy of program participant means that no one equipment option will work for everyone. This is further compounded by the national scope of this Project since no one broadband service option will work everywhere.

We needed to adjust upward the maximum income level for program participants since many middle income deaf and hard of hearing individuals have expressed a need for services but did not meet our more stringent income eligibility standards . We are starting to provide assistance to more than one member in a household if there are multiple members in the household with hearing loss who meet program eligibility criteria.

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
Create and maintain call center to provide customer support.	Sioux Falls SD	This includes purchasing, programming and installing call center equipment. Developed technology to integrating video calling. Hiring and training staff who can sign to customer base.	1	1	0	0
Purchase end user equipment to access broadband services	Sioux Falls SD	This includes purchasing notebooks, tablets and video communications equipment, installing custom software for eligible participants and providing follow up instruction and technical assistance	4,500	275	0	0
Purchase broadband service and distribute for end users	Sioux Falls SD	This includes determining whether wireless, wired or wi-fi broadband best meets their needs, setting up a wireless account or enrolling them in a voucher program for wired service and providing follow up and technical assistance	16,000	275	275	0
Provision and install Public Access Video Phones	Sioux Falls SD	This includes updating and installing latest PAV software, selecting community anchor for PAV, shipping and installing PAV and follow-up technical support.	150	48	0	48
Plan and conduct print, web and social media campaign	Sioux Falls SD	This involves selecting appropriate social networking and print media outlets to post information or purchase ad space to outreach to target population (readership/354viewership)	354,323	354,323	0	0
Promote project at community events	Sioux Falls SD	Attend deaf & hard of hearing community and professional event to educate participants and attract program participant	112	112	0	0
Develop assessable training materials	Sioux Falls SD	Develop and or identify training materials that are effective in training individuals who relay upon sign language about services available on the web.	46	46	0	0
Provide awareness and education concerning broadband access for deaf & hard of hearing population	Sioux Falls SD	Provide the deaf and hard of hearing public with information about the benefits of broadband services and how to access Project Endeavor.	2,000,000	657,187	0	0
Provide one on one tech assistance, education workshop and self directed web training	Sioux Falls SD	Provide one on one call center technical support, training and referral and web passed self direct training to assist individuals to access broadband services or internet resources.	200,000	9,593	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
Evaluate factors contributing to broadband adoption by target population	Sioux Falls SD	Gather data from project participants to determine why the do or do not utilize internet based services, what supports increase their use of services. Results are reported in quarterly updates and will be including in the projects final report.	7	3	0	0
Total:			**2,575,139**	**1,021,863**	**275**	**48**

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).

The following is the definition of a household broadband subscriber used for program reporting purposes --- A new subscriber household is any eligible program participant who obtains new wired or wireless broadband services or is now able to access broadband service as a result of equipment provided by the project including Wi-fi access.   Two eligible individuals living in the same household will be considered separate households if each receives separate equipment that enables them to independently access broadband. A new community anchor broadband subscriber is any organization where Project Endeavor installs a Public Access Videophone.

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).

Because the rate of broadband adoption was higher in the deaf community than studies projected we have needed to broaden program eligibility criteria and to offer a greater variety of equipment options to attract program participants. These changes in scope of the project were recently approved and should be reflected in a significant increase in the number of new household subscribers in the final two quarters of 2011. We have also found that many very low income deaf and hard of hearing have no available resources to even partially pay for broadband equipment and services. These individual are being identified now and will served later in the program with program income generated by the grant.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 275	Businesses and CAIs : 48

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 Project Endeavor will implement an accelerated application process. This will allow for same day eligibility for individuals attending local deaf community sponsored application parties, regional trade shows and or college campus site visits. This process involves remotely gathering eligibility information, establishing a consumer electronic record and ordering equipment or broadband services for them on the spot.   The consumer will continue to receive technical assistance and follow up services from the video contact center. This process will require the project to reassign some customer service agents to outreach positions. This process will address the problem we have experienced with long delays between the time the individual applies for service and services commence.   A significant number of applicants loss interest after initial contact. Since they have limited or no broadband access follow up by the call center has been difficult. To ensure program integrity with the new accelerated application process we will conduct random post eligibility audits.   The Project also plans to partner with Wireless Innovations, a wireless broadband reseller. This new program will allow eligible consumer to receive reduced cost wireless broadband while generating program income for the project to subsidize additions low income consumers.   We also hope to finalize a new procurement agreement with a major retail computer equipment supplier that will allow consumers to obtain their equipment and warranty support from a local retailer. We will continue to develop training video for the Project Endeavor web site. This quarter we will finalize the curriculum development for the Employment Supports For non College Bound Deaf and Hard of Hearing Job Seekers. The training material will go into production the last quarter of 2011. We plan to re-launch our outreach campaign to State VR agencies with our new service offerings.

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**	45	Project Endeavor will remain on schedule for all baseline milestones with the exception for the number of individual households receiving subsidized broadband services. We don't anticipate being back on schedule for this milestone until the first quarter of 2012. For reporting and accounting purposes CSD uses cost reimbursement for determining percent of project completed

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).

The program is beginning to experience some changes in personnel due to voluntary/involuntary attrition and promotion of staff into other areas of the organization. While most of these changes are positive and support the sustainable employment of persons hired in conjunction with the BTOP grant, it is an area that we need to monitor carefully as an organization as it has the potential to impact performance and/or program milestones if not managed carefully. An ongoing challenge is the rapidly changing end user equipment options. More and more devices are coming onto the market that allow for high quality video communications. It is important that we ensure our training, technical assistance and equipment is current with the market place

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.

Cost Classification	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		
	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	$4,417,984	$453,000	$3,964,984	$1,327,627	$215,885	$1,111,742	$1,877,627	$265,885	$1,611,742
b. Fringe Benefits	$1,147,793	$117,690	$1,030,103	$270,035	$43,533	$226,502	$390,035	$53,533	$336,502
c. Travel	$224,500	$0	$224,500	$65,022	$0	$65,022	$125,022	$0	$125,022
d. Equipment	$1,805,000	$900,000	$905,000	$1,431,207	$743,562	$687,645	$1,536,207	$843,562	$692,645
e. Supplies	$195,000	$0	$195,000	$39,017	$1,383	$37,634	$49,017	$1,383	$47,634
f. Contractual	$8,829,729	$3,025,649	$5,804,080	$425,363	$36,048	$389,315	$625,363	$36,048	$589,315
g. Construction	$74,800	$74,800	$0	$74,842	$74,842	$0	$74,842	$74,842	$0
h. Other	$977,300	$0	$977,300	$314,699	$3,863	$310,836	$364,699	$3,863	$360,836
i. Total Direct Charges (sum of a through h)	$17,672,106	$4,571,139	$13,100,967	$3,947,812	$1,119,116	$2,828,696	$5,042,812	$1,279,116	$3,763,696
j. Indirect Charges	$1,887,690	$0	$1,887,690	$413,555	$0	$413,555	$550,252	$0	$550,252
k. TOTALS (sum of i and j)	$19,559,796	$4,571,139	$14,988,657	$4,361,367	$1,119,116	$3,242,251	$5,593,064	$1,279,116	$4,313,948

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: $628,259	b. Program Income to Date: $34,860