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	55-43-B10539	080490584

4. Recipient Organization

UNIVERSITY OF WISCONSIN SYSTEM 432 N LAKE ST, MADISON, WI 537061415

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
12-31-2012	○ 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)
Emily Friend	
	7d. Email Address
	emily.friend@uwex.edu

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	01-25-2013

Project Indicators (This Quarter)

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

Education and outreach continued in our five demonstration communities. In Marathon County, the educator continued to offer trainings in partnership with the county libraries. He offered training to teachers and support staff in conjunction with a 1:1 iPad initiative begun in Wausau middle schools. Local partners began discussing a Technology Tutor Project to continue the work begun under this grant. The Superior School District continued to offer technology coaching and support for their teachers through an expanded Technology Coach program. In additional they offered another series of workshops open to the general community. Collaboration with the College of Menominee Nation's Community Technology Center continued as our educator taught training classes at the Technology Center. The Platteville Public Library completed a successful Fall training series with more workshops and higher attendance per session than their Spring series. Collaboration between UW-Extension Family Living and Literacy Volunteers provided training to inmates in Chippewa County's Huber work-release program. Outreach expanded to include training at the Boyceville Public Library while trainings continued at the Menomonie and Cadott libraries and the Chippewa Falls Senior Center.

Grant work in three demonstration communities – Platteville/Grant County, Superior/Douglas county, and Wausau/Marathon County – ended this quarter.

We released two guides focusing on different models for communities to meet their connectivity needs. Both are available in the resources section of our website: http://broadband.uwex.edu/resources/. In October we held the grant's final Broadband Summit. This was an opportunity to bring together current and potential partners, reflect on the work completed thus far, and begin making plans to sustain our work after this grant finishes.

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**	92	Our actual percent complete is 3 percentage points less than our estimate on the last report. We are 8 percentage points behind our baseline. Factors that contribute to this variance are: • The use of a reimbursement-based funding approach by the University introduces a lag between the completion of work and reporting of expenses that was not originally anticipated. We are working closely with our sub-recipients to ensure timely reporting of expenses given the time lag. • The delay in hiring key positions creates a persistent variance between costs-to-date and the baseline. Since personnel costs are a sizeable portion of grant expenses this variance can be significant. Within the overall timeframe of the grant these positions will extend for their originally planned duration (usually 2 years) so personnel costs will "catch up" at the end of the grant.
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).

none at this time

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
Various	Various	We've conducted about 890 educational and outreach events since the beginning of this project. These activities have included introductory class on a variety of topics such as computers, e-mail, and social media, open labs, participation in county fairs, and a regional forum. Please see the attached activities addendum for details on each of our activities.	6,297,469	3,804,482	13,798	980
Total:			**6,297,469**	**3,804,482**	**13,798**	**980**

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 statewide broadband mapping/planning project being implemented by the Wisconsin Public Service Commission (PSCW), and funded by BTOP, conducted a statewide telephone survey that provided baseline data on broadband subscribership for regions within the state. As part of our project we partnered with the firm conducting these surveys to fund over-sampling in each of our five demonstration communities so that we would have statistically significant baseline results for each of our communities. Original project plans call for the statewide survey and our over-sampling to be repeated in late 2012. With these surveys we will be able to monitor change over the two year time frame of our project and be able to compare subscribership levels within our demonstration communities to statewide and regional averages.

As a source of additional information, the BCCB website developed during the project has a user survey inquiring about broadband use and subscribership. We collected surveys in 2011 for a baseline (results delivered in January 2012). We halted data collection for three months then actively promoted the surveys in our outreach activities and awareness campaigns throughout 2012. Final survey results including a comparison to the baseline data will be delivered in January 2013.

The first telephone survey to establish a baseline at the beginning of our project was completed March 14, 2011. We have now done the over-sampling survey in our demonstration communities but are waiting for the PSCW to complete the statewide survey. Based on these preliminary survey results, we estimate that subscribership has increased from 75% to 83% (an increase of 8%). Based on the 172,475 households in the seven counties that make up our demonstration communities (estimate from the 2007-2011 American Community Survey), this translates into 13,798 new subscribers. We include individuals who use their smart phones as their sole source for home broadband access in this figure (a piece of information we didn't have in the first survey).

Once PSCW's statewide telephone survey is complete we will re-evaluate the number of new subscribers across all our communities and compare those results with statewide changes over the same time period.

Our evaluation program and the statewide mapping efforts have focused on residential data; we have no specific data on subscribership levels for business in Wisconsin. On the national level a study by Connected Nation in 2011 estimates business broadband adoption at 72% which approximates the Wisconsin residential rate of 75% as determined by the PSCW baseline survey in 2011. (See http://www.connectednation.org/sites/default/files/broadband_and_business_-_connected_nation.pdf) Our preliminary survey results as described above indicate that within our demonstration communities 32% of previously unsubscribed households are now broadband subscribers. We have no reason to believe business adoption rates differed from household adoption rates.

So if we apply the 2011 business adoption rate (72%) observed by Connected Nation, we had approximately 3,110 "unsubscribed" business at the start of the project. Our baseline goal of adding 980 new business/CAI subscribers is roughly equal to the increase in residential broadband subscribers (32%) over the project period. Based on the limited data available, we believe it is accurate to assume that there are at least 980 new business/CAI subscribers in our demonstration communities.

Our data will not relate increases in subscribers to specific activities reported in 4a; for this quarter we divided the new subscribers to date equally among activities with a participant count greater than zero.

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).

The total number of new household subscribers reported is 2,502 subscribers less than our baseline for household subscribers. The total number of new business/CAI subscribers reported matches our baseline for business/CAI subscribers. The variance in household subscribers is a result of an assumption made at the time of the application: we assumed that 50% of households were non-subscribers rather than 75% as confirmed by the consumer phone survey described in 4b. Consequently our projection of new subscribers was over stated.

Our project's goal is to convert 15% of unsubscribed households in our demonstration communities to subscribed households each year of our two year project. To state this goal as a specific number of households we used the best data available at the time of our application to estimate that 50% of households in our demonstration communities were "unsubscribed." Thus our goal would be met with 16,300 new subscriber households (based on estimates from the 2007-2011 American Community Survey).

When the statewide broadband mapping efforts completed the consumer telephone surveys described in question 4b, the data indicated that 75% of households in our demonstration communities subscribed to broadband. This reduced the pool of "unsubscribed" households to convert; therefore the appropriate number should be aproximately 12,000 new household subscribers to reach our original 15% goal in each year of the project.

The preliminary survey data described in question 4b above indicates that over the two year project period 32% of the unsubscribed households were converted to subscribers. Acknowledgement needs to be made that the over-sampling data has a higher youth bias and will be adjusted when combined with the date from the Wisconsin Public Service Commission's statewide phone survey. However, the preliminary estimate of 13,798 is 13.3% higher than the goal of increasing subscribership by 15% in each of the two years of the project. In other words, the older demographics of people responding to the statewide phone survey will likely bring down the number of new subscribers, yet we are confident that this will be close to the 15% goal of approximately 12,000 new subscribers.

While our current number of new household subscribers (13,798) is below our baseline number of new household subscribers (16,300), it exceeds our goal for percent change of unsubscribers to subscribers and reflects the positive impact of our education and outreach efforts.

As mentioned in 4b above, we do not yet have the data for a more thorough analysis on a community by community basis or comparisons to the state as a whole. Once the Wisconsin Public Service Commission's statewide telephone survey is complete we will be able to provide a more complete assessment of reasons for a variance from baseline numbers.

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 College of Menominee Nation will introduce Skype equipment and training across their two campuses. This equipment will be used by the College, tribal offices, and the community at large. Outreach and education activities will continue at locations across Menominee County and in Shawano.

Our community educator in the Chippewa Valley will work with partners to sustain existing outreach opportunities in Dunn County by creating course materials and training guidelines that can be used by others once the current projects complete.

Grant work in these remaining two demonstration communities will conclude at the end of the quarter.

During this quarter we will build out the IENation site on the Nation Builder platform. This will be a peer learning environment with participation from both the entrepreneurial and academic communities that builds a culture of entrepreneurship. The ultimate goal is to increase the quality and frequency of interactions between entrepreneurs as a means of spurring economic prosperity.

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**	97	The percent complete shown here is based on an estimate of project costs that will be recorded in the University's accounting system at the completion of next quarter. This estimate is 3 percentage points smaller than our baseline estimate. This difference is attributable to the same factors contributing to the current quarter variance -- use of a reimbursement-based funding approach and the delay in incurring certain personnel costs. The unpredictably of lag in reporting expenses may result in different actual percent of work complete. We anticipate completing all the work represented in our project plan for the next quarter.
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).

A double entry in Extension's accounting software created the situation of match being reported last quarter, but being removed this quarter. Our match percentage is below the required 28.97% A significant amount of salary costs will be transferred out of federal expenditures and to matching costs, which will correct the deficit.

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	$901,660	$122,056	$779,604	$858,376	$78,156	$780,220	$934,375	$154,156	$780,219
b. Fringe Benefits	$376,830	$47,935	$328,895	$352,771	$24,320	$328,451	$372,771	$44,320	$328,451
c. Travel	$15,842	$15,842	$0	$23,868	$15,138	$8,730	$23,867	$15,137	$8,730
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$142,890	$142,890	$0	$142,302	$140,713	$1,589	$142,302	$140,713	$1,589
f. Contractual	$74,282	$74,282	$0	$87,127	$82,127	$5,000	$92,127	$82,127	$10,000
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$1,304,596	$410,055	$894,541	$1,134,775	$386,832	$747,943	$1,257,777	$401,833	$855,944
i. Total Direct Charges (sum of a through h)	$2,816,100	$813,060	$2,003,040	$2,599,219	$727,286	$1,871,933	$2,823,219	$838,286	$1,984,933
j. Indirect Charges	$549,255	$161,881	$387,374	$512,498	$116,034	$396,464	$537,498	$136,034	$401,464
k. TOTALS (sum of i and j)	$3,365,355	$974,941	$2,390,414	$3,111,717	$843,320	$2,268,397	$3,360,717	$974,320	$2,386,397

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