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?
12-31-2010	○ 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	02-16-2011

Project Indicators (This Quarter)

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

The project has completed the programming, equipment installation and training for a fully operational call center that can handle voice, video or web based customer supports calls. The center is conducing outbound calling, processing incoming inquiries and starting to determine individuals eligible for subsidized broadband services and equipment. Project Endeavor has selected a vendor to provide 4g/3g wireless broadband services for deaf and hard of hearing individuals living in appropriate coverage areas. The project is working to identify alternative broadband service and equipment options to best meet the broadband needs of consumers not living in wireless service areas. The project has launched a web site to support the project www.projectendeavor.com . The web site contains program information and training videos that are captioned and signed in American Sign Language. Notebooks (or similar connective devices) provided to consumers will be loaded with video instructional software or pointed to our web page to help consumers better understand and utilize broadband services including video relay and video interpreting services. Deaf and hard of hearing individuals, looking for work, are a special target population for the grant. Project Endeavour is working with State Vocational Rehabilitation programs to identify eligible consumers. The project's external evaluator is starting to gather data to measure pre and post program impact on the broadband adoption rate for low income deaf and hard of hearing program participants. We are intensifying our social media, print and internet outreach campaign. The project is running 7 web banners on deaf popular web sites and been feature or sited in 32 online articles. We have contributed 153 articles for organizational newsletters and participated in 26 trade shows, workshops or community information sharing meetings. We have been in contact with 450 community anchor organizations.

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**	10	It has taken approximately three months longer than projected to build a call center, recruit qualified staff, integrate video programming into the CRM software and end user equipment, develop accessible training materials and launch a national outreach campaign. It was difficult to find sufficient individuals with signing ability within the Sioux Falls labor market. The cost of the broadband service came in higher than quoted in the application which required us to rebid for this service. It has changed the type and pricing for the subsidized broadband. We had to delay portions of our outreach efforts until a firm price for the service could be established
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).

The implementation plan submitted in our application significantly under estimated the time it would take to establish a call center, recruit qualified staff, integrate video programming into the CRM software and end user equipment, develop accessible training materials and launch a national outreach campaign. What was projected to take one month took four. The cost of the broadband service quoted in the application came in higher than budgeted which required us to rebid for this service. The bidding and negotiations process caused additional delays. This also changed the type and pricing for the subsidized broadband and equipment. We had to delay portions of our outreach efforts until a firm price for the service could be established. It also caused delays in developing onboard software for the end-user units. We have also experienced difficulties with the matching requirements. We also had difficulty recruiting a vocational specialist knowledgeable about deafness. This hampered our ability to outreach to state vocational rehabilitation programs, a primary source of eligible consumers for the project. We had similar problems contracting with a program evaluator.

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
Purchase and provision computer systems for call center	Sioux Falls, SD	This includes purchasing, programming and installing the projects call center and video processing technology to deliver services.	1	1	0	0
Purchase notebooks and distribute for end user	Sioux Falls, SD	This includes purchasing notebooks, installing custom software, shipping to eligible participants and providing follow up instruction and technical assistance	0	0	0	0
Purchase broadband service and distribute for end users	Sioux Falls, SD	This includes, determining whether eligible participants lives in wireless broadband service area, ordering service and providing follow-up instruction and technical assistance.	16,000	0	0	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	0	0	0
Plan and conduct social media campaign	Sioux Falls, SD	This involves selecting various social networking outlets and posting periodic project notices and updates	36	36	0	0
Plan and conduct print media campaign	Sioux Falls, SD	This creating informational and out reach materials and purchasing ad space in target population publications	3	3	0	0
3c. Develop web site content to inform public concerning project	Sioux Falls, SD	This involves developing project web site and updates. Placing and maintain general broadband awareness and project access information.	7	7	0	0
3d. Plan and conduct broadcast media campaign	Sioux Falls, SD	This involves creating broadband awareness stories/new clips/videos for public broadcast.	0	0	0	0
4a.Build & maintain relationships with key community anchors	Sioux Falls, SD	Identify and prioritize key community partners. Establish and maintain cross referral and outreach activities	450	450	0	0
4b. Promote project at trade shows and disability conferences	Sioux Falls, SD	Attend deaf & hard of hearing community and professional event to educate participants and attract program participants	26	26	0	0
4c. Conduct outbound calling campaign	Sioux Falls, SD	Utilizing call center staff, contact community partners and deaf service organizations to attract program participants	3,447	3,447	0	0
4d. Develop outreach materials	Sioux Falls, SD	Develop print materials for distribution at community events and by community anchors to educate community about accessible broadband services.	3,738	3,738	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
5a. Develop training resources on accessible service available on the web	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.	0	0	0	0
5b Provide web based self directed training to clients	Sioux Falls, SD	Provide the deaf and hard of hearing public a web based training on how to access both disability specific and mainstream services on the internet.	200,000	0	0	0
5c. Provide one on one technical assistance & training through call center.	Sioux Falls, SD	Provide one on one call center technical support, training or referral to assist individuals to access broadband services or internet resources.	385	385	0	0
6a Develop/ identify Web based employment assistance services	Sioux Falls, SD	Develop and or identify web based employment training materials that are effective in training individuals who relay upon sign language or are hard of hearing.	0	0	0	0
6b. Provide web based referral, job search and employment supports training	Sioux Falls, SD	Provide deaf and hard of hearing job seekers with information about web based employment resources and supports services. When appropriate provide referral to local vocational rehabilitation agencies.	0	0	0	0
6c. Evaluate factors contributing to improving broadband access & utilization for target population	Sioux Falls, SD	CSD will 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 will be including in the projects final report.	1	1	0	0
Total:			**224,244**	**8,094**	**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).

 For new households subscribers the CSD call center customer relationship management (CRM) software records broadband status of each individual at entry to the program and as their status changes based upon the individual's reported status. For new business subscribers, it is when a CSD installed Public Access Videophones (PAV) become operational.

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).

During the start up phase we did not project to have any new subscribers.

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).
Our current broadband and end user equipment option is only available in 4g wireless networks. In the next quarter we plan to deploy a second service option for consumers living in 3g wireless areas. We also hope to finalize a service option where we pair our subsidized broadband with equipment and services donate by Video Relay Service provider(s). We plan to continue to expand our web based library of internet training materials: materials that were developed or have been modified for individuals who communicate using American Sign Language. We plan several large outreach events at trade shows and college campus to allow on site application

for service and determination of eligibility. To accelerate our outreach efforts we plan to reassign four contact center staff to outreach activities. Rather than trying to outreach to all the state vocational rehabilitation programs simultaneous we plan to focus our outreach to six or seven large states with 4g wireless networks, adding additional state each quarter.

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**	15	NA
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 significant portion of the match for this project is based upon program income and the value of donated equipment and services. We are experiencing shortfalls in both areas. Our target population is low income deaf and hard of hearing individuals: they are not applying for services in the numbers we had anticipated. Although we plan to intensify our outreach efforts we believe the primary reason is that these individuals are on fixed income and cannot afford even the minimal cost we must charge them in order to generate the program income required in the grant. We have had to reduce the value of the donated equipment and services based upon governmental accounting standards. We are searching for different combinations of broadband service and donated equipment and services to configure a product that is affordable for low income deaf and hard of hearing, meets their broadband access needs while generating enough match funds to sustain the program. This problem has not been resolved yet and will take time to implement. We anticipate substantially missing our baseline projection of new household subscriptions for this quarter. We will need to make further adjustments in our baseline, budget and business plan in order to be successful.

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	$4,048,000	$453,000	$3,595,000	$548,586	$144,324	$404,262	$1,140,000	$240,000	$900,000
b. Fringe Benefits	$1,051,671	$117,690	$933,981	$98,420	$36,382	$62,038	$200,000	$60,000	$140,000
c. Travel	$205,000	$0	$205,000	$11,196	$0	$11,196	$60,000	$0	$60,000
d. Equipment	$10,869,280	$4,659,156	$6,210,124	$1,176,946	$499,332	$677,614	$2,193,337	$947,774	$1,245,563
e. Supplies	$178,650	$0	$178,650	$8,460	$0	$8,460	$40,000	$0	$40,000
f. Contractual	$550,272	$0	$550,272	$248,543	$1,188	$247,355	$276,188	$1,188	$275,000
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$891,300	$0	$891,300	$255,375	$11,038	$244,337	$361,038	$11,038	$350,000
i. Total Direct Charges (sum of a through h)	$17,794,173	$5,229,846	$12,564,327	$2,347,526	$692,264	$1,655,262	$4,270,563	$1,260,000	$3,010,563
j. Indirect Charges	$2,424,330	$0	$0	$319,135	$0	$319,135	$580,437	$0	$580,437
k. TOTALS (sum of i and j)	$20,218,503	$5,229,846	$12,564,327	$2,666,661	$692,264	$1,974,397	$4,851,000	$1,260,000	$3,591,000

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: $1,610,156	b. Program Income to Date: $0