

U.S. DEPARTMENT OF COMMERCE

Performance Progress Report

2. Award Or Grant Number

55-50-M09015

4. Report Date (MM/DD/YYYY)

04-28-2011

1. Recipient Name

Public Service Commission of Wisconsin

6. Designated Entity On Behalf Of:

state of Wisconsin

3. Street Address

610 North Whitney Way,

5. City, State, Zip Code

Madison, WI 53705

8. Final Report?

Yes

No

9. Report Frequency

Quarterly

Semi Annual

Annual

Final

7. Project / Grant Period
Start Date: (MM/DD/YYYY)

11-01-2009

7a. End Date: (MM/DD/YYYY)

10-30-2014

7b. Reporting Period End Date:

03-31-2011

9a. If Other, please describe:

n/a

10. Broadband Mapping

10a. Provider Table

Number of Providers Identified	Number of Providers Contacted	Number of Agreements Reached for Data Sharing	Number of Partial Data Sets Received	Number of Complete Data Sets	Number of Data Sets Verified
0	0	0	0	0	0

10b. Are you submitting the required PROVIDER DATA by using the Excel spreadsheet provided by the SBDD grants office? Yes No

10c. Have you encountered challenges with any providers that indicate they may refuse to participate in this project? Yes No

10d. If so, describe the discussions to date with each of these providers and the current status

The third round of data collection for the SBDD program in Wisconsin was completed in mid-March 2011. During that process, the following providers officially declined to participate:

** Fibernet Communications Co.: Status: Declined - will attempt again in Round 4

** Geneva On-Line Inc.: Status: Declined - will attempt again in Round 4

Heircomm Networks and LiteWire Internet Services Inc. also continued to be non-responsive to requests in Round 3 after having declined to participate in the past. Both will also be recontacted at the beginning of Round 4.

10e. If you are collecting data through other means (e.g. data extraction, extrapolation, etc), please describe your progress to date and the relevant activities to be undertaken in the future

As described in past reports, provider data is augmented with coverage and speed information from third party sources. At present, we do not substitute third party information for provider-supplied information unless we can independently verify that the provider information is incorrect. However, if providers do not submit data at all, third party sources may be used to estimate coverage. Estimated data is identified within the data set. Where discrepancies exist between third party data sources and provider reports, further investigation occurs.

10f. Please describe the verification activities you plan to implement

The following procedures have been described in prior quarterly reports and are common to all LinkAMERICA states. They continue to be used in each round of provider data collection:

**Third Party Data Comparison: As data arrives from providers we compare submissions against other data sources. An example would be the comparison of an ILEC's reported census blocks with the exchange area boundaries identified by the ExchangeInfo data product. If a reported block falls outside a known exchange area, the block is flagged and the provider is contacted for clarification.
Due Date - Ongoing

**Provider Validation: PDF check maps and other "check data" documents are given to providers at the beginning of each data collection round. We ask them to either verify or correct the coverage and speed information shown on the map and to add new coverage information as applicable. Offering them a view of what is already in our database helps maintain consistency of the data and makes it easier for providers to respond with changes - Due Date: Ongoing

**Data Format Verification: Several processing scripts have been developed (both internally and at NTIA) to analyze the format of the data per the NTIA Data Model. These scripts help identify anomalies such as "islands" and "donut holes" that require further

investigation, and ensure that the data will be fully accepted when exported to NTIA - Due Date: Ongoing

****Consumer Feedback/Verification:** The LinkWISCONSIN interactive map contains a user feedback mechanism that identifies the precise coordinates of each point of feedback. As more user feedback arrives, we are able to investigate areas where provider-reported data consistently conflicts with consumer reports - Due Date: Ongoing

10g. Have you initiated verification activities? Yes No

10h. If yes, please describe the status of your activities

As described above, our verification activities are ongoing. We perform all of the these processes in each data collection Round and before submittal to NTIA. We continue to analyze the data to address any further errors as we update the online maps after each data collection Round.

10i. If verification activities have not been initiated please provide a projected time line for beginning and completing such activities

In Years 3-5 we have budgeted for the following additional verification activities:

**** Mobile Wireless Broadband Drive Testing:** This process will use a special device from a vendor to test signal strength and bandwidth/throughput on multiple mobile wireless signals at the same time. This technology will be used in areas where there is a large discrepancy between provider-reported coverage/speed and consumer-reported coverage/speed to determine the actual coverage and speed characteristics - commences in early 2012.

**** Mobile Wireless Crowd Sourced Testing:** This process will use a proprietary smart phone application, provided by a vendor, to constantly check signal strength and bandwidth/throughput on the user's mobile phone. The application will be available on multiple phone platforms and will be downloadable by consumers in each LinkAMERICA state. It runs in the background on the consumer's phone and does not impact phone performance. Data is sent from the vendor to LinkAMERICA for use in validating provider coverage and speed reports - commences in early 2012.

Staffing

10j. How many jobs have been created or retained as a result of this project?

An analysis of actual hours worked in Q4 shows that the project has resulted in a total of 1.15 FTE jobs created/retained at the Prime Recipient and Sub Recipient level. It should be noted that this figure does not include a substantial personnel contribution by the PSCW in order to meet matching fund requirements.

10k. Is the project currently fully staffed? Yes No

10l. If no, please explain how any lack of staffing may impact the project's time line and when the project will be fully staffed

N/A

10m. When fully staffed, how many full-time equivalent (FTE) jobs do you expect to create or retain as a result of this project?

N/A

10n. Staffing Table

Job Title	FTE %	Date of Hire
CEO - Supervisory Role	1	11/01/2009
Project Director	10	11/01/2009
Project Manager	18	11/01/2009
GIS Director	59	11/01/2009
Internal System Support/Architecture	2	11/01/2009
Provider Relations Manager	26	11/01/2009

Add Row

Remove Row

Sub Contracts

10o. Subcontracts Table

Name of Subcontractor	Purpose of Subcontract	RFP Issued (Y/N)	Contract Executed (Y/N)	Start Date	End Date	Federal Funds	In-Kind Funds
CostQuest Associates Inc./LinkAMERICA Alliance	Project Management/GIS Programming & Planning Services	Y	Y	11/01/2009	10/31/2011	1,717,684	0

Add Row

Remove Row

Funding

10p. How much Federal funding has been expended as of the end of the last quarter? \$1,138,660 10q. How much Remains? \$3,401,492

10r. How much matching funds have been expended as of the end of last quarter? \$320,829 10s. How much Remains? \$814,209

10t. Budget Worksheet

Mapping Budget Element	Federal Funds Granted	Proposed In-Kind	Total Budget	Federal Funds Expended	Matching Funds Expended	Total Funds Expended
Personal Salaries	\$537,572	\$321,380	\$858,952	\$0	\$104,564	\$104,564
Personnel Fringe Benefits	\$156,929	\$127,301	\$284,230	\$0	\$41,169	\$41,169
Travel	\$27,500	\$5,770	\$33,270	\$0	\$1,677	\$1,677
Equipment	\$57,928	\$9,950	\$67,878	\$0	\$0	\$0
Materials / Supplies	\$4,400	\$9,950	\$14,350	\$0	\$4,488	\$4,488
Subcontracts Total	\$3,679,503	\$0	\$3,679,503	\$1,138,660	\$0	\$1,138,660
Subcontract #1	\$1,717,684	\$0	\$1,717,684	\$1,138,660	\$0	\$1,138,660
Subcontract #2	\$1,961,819	\$0	\$1,961,819	\$0	\$0	\$0
Subcontract #3	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #4	\$0	\$0	\$0	\$0	\$0	\$0
Subcontract #5	\$0	\$0	\$0	\$0	\$0	\$0
Construction	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$608,726	\$608,726	\$0	\$168,931	\$168,931
Total Direct Costs	\$4,463,832	\$1,074,129	\$5,546,909	\$1,138,660	\$320,829	\$1,459,489
Total Indirect Costs	\$0	\$41,761	\$41,761	\$0	\$0	\$0
Total Costs	\$4,463,832	\$115,890	\$5,588,670	\$1,138,660	\$320,829	\$145,489
% Of Total	80	20	100	78	22	100

Hardware / Software

10u. Has the project team purchased the software / hardware described in the application? Yes No

10v. If yes, please list

Same entry at Q4 2010:

1) Laptop computers and software for Years 1-2 were purchased for the Project Manager and Provider Relations staff members at a cost of \$692 (costs were split between the four LinkAMERICA states). Twenty-five percent of the costs were allocated to WI.

6/4/2010: Dell-Mobility Bundle-Provider Relations-XDW8598K9/ Computer Equip < \$5000 / \$42.60/ 25% / \$10.65

6/8/2010: Dell-Latitude E550-Provider Realties-XDWF3CWW7 / Computer Equip < \$5000 / \$1,315.30 / 25% / \$328.83

7/8/2010: Dell-Latitude, Program Manager XDXWD5P88 / Computer Equip < \$5000 / \$1,411.13/ 25% / \$352.78

Total equipment costs allocated to WI: \$692.26

10w. Please note any software / hardware that has yet to be purchased and explain why it has not been purchased

** Additional hardware and software in the amount of \$30,928 has been approved for Year 2 via the "Address File" project approved in

the Supplemental grant award. This equipment has not yet been purchased because the Address File project is not yet underway.** Additional hardware and software in the amount of \$25,000 for the Mapping project has been approved in Year 5 via the Supplemental grant award. This equipment has not yet been purchased because it will not be needed until the last year of the project as the state takes over hosting and management of the provider database and interactive maps.

10x. Has the project team purchased or used any data sets? Yes No

10y. If yes, please list

**American Roamer: Market area boundary and speed data on mobile cellular providers - \$5147

**Media Prints: Cable franchise boundary database - \$500

**ExchangeInfo: Legal exchange area boundary database for Incumbent Local Exchange Carriers - \$3805

10z. Are there any additional project milestones or information that has not been included? Yes No

10aa. If yes, please list

**Data Collection Round 3: The third round of data (current as of 12/31/10) was successfully collected, processed and submitted to NTIA on time on April 1, 2011. Status: Completed.

10bb. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the project team is employing
No significant obstacles or challenges were experienced on the mapping/data collection side of the program in Q1 2011. Round 3 participation by Wisconsin providers was again excellent at 83.2%. Coverage for providers who did not respond was estimated from third party sources when possible.

However, the Supplemental Grant Award is currently under review by the state of Wisconsin's Joint Committee on Finance, which gives legislative approval to the Commission to expend the grant award. Concerns exist regarding the State's matching fund requirements and other financial commitments - especially during this period of extreme state budget contraction. There is no guarantee the Legislature will authorize the use of Year 3-5 grant funding for Data Collection activities, although the PSCW has provided as much information as possible to demonstrate the value of continuing this program.

10cc. Please provide any other information that you think would be useful to NTIA as it assesses your Broadband Mapping Project
As mentioned in other LinkAMERICA state reports, the release of the National Broadband Map created an increase in the number of questions/complaints from consumers and providers. Most were concerned with usability issues (currently being addressed by NTIA) or failed to fully understand how census blocks and street segments are used to report and display data. We encourage expanded use of narrative, pop-up notes, FAQs and other means, to explain how the map was developed and the limitations inherent in census-block level data. In particular, we believe there should be more messaging around the NBM to explain that it should not be used to determine coverage at the household/address level. More general tips on how to use various features on the map would also be helpful.

11. Broadband Planning

11a. Please describe progress made against all goals, objectives, and milestones detailed in the approved Project Plan. Be sure to include a description of each major activity / milestone that you plan to complete and your current status

The following are Year 1-2 Planning activities as described in our original project plan:

**Key Stakeholder Interviews: Perform interviews with 20+ influential cross-disciplinary stakeholders within WI to determine most critical barriers to broadband expansion and adoption - Due: June 2010 - Status: Completed 28 interviews within scheduled time frame.

**Publish Initial Broadband Vision Summary and Videos - publish draft, review with stakeholders and state, and then finalize summary report of emerging state broadband priorities, including video clips highlighting key facts - Due Date: August 2010 - Status: Completed

**Wisconsin Household Broadband Survey - a statistically significant study of household internet usage and attitudes to help direct broadband planning - Due Date: December 2010 - Status: Completed

**Develop Regional Planning Teams: Divide the state into appropriate regions and recruit local stakeholders and other in-state partners to draft regionally specific broadband development plans - Due Date: January 2011 - Status: Completed. Nine teams now formed, oriented and currently engaging in regional planning activities.

**Draft Regional Broadband Investment Plans: Work with RPTs to identify most productive short-term activities to expand broadband access and adoption in each region. Publish plans for review within regions and by PSCW staff. Due Date: End of Q1 2011. Status: Completed

**Final Regional Broadband Investment Plans: Publish final approved plans in each region. Due Date: End of Q3 2011. Status: Pending

**Develop up to five prototype engagement and outreach modules for implementation of regional plans in Years 3-5. Due 10/31/11 - Status: Pending

and participation.

**Develop statewide investment plan with combined input from all nine regional plans

**Build in-state Capacity Training Resources: Partner with other in-state entities to design, build and deploy specialized training resources to: 1) Expand capacity of Wisconsin's small business sector to access, adopt and utilize broadband 2) Improve capacity of Regional Planning Teams to advance current and future targeted broadband investments 3) Strengthen regional leadership capacity to successfully identify and receive broadband-related grant resources 4) Build in-state capacity for the sustainable use and future development of the broadband planning tools developed for Regional Planning Teams 5) Build capacity to access, adopt and utilize monitoring and evaluation tools created for Wisconsin in years 3 through 5.

**Develop robust Broadband M&E modules to track program achievement

**Develop socioeconomic impact model to assess broadband investment opportunities and summarize results in published report.

11k. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the Project Team is employing

As mentioned above, the only perceived challenge for Capacity Building and Technical Training activities in Years 3-5 is the possibility that grant funding will be declined by the state Legislature and/or Governor.

11l. Please provide any other information that you think would be useful to NTIA as it assesses your Broadband Mapping Project

n/a

12. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purpose set forth in the award documents.

12a. Typed or Printed Name and Title of Authorized Certifying Official

Sarah Klein

Division Administrator

12c. Telephone
(area code, number, and extension)

608-266-3587

12d. Email Address

sarah.klein@psc.state.wi.us

12b. Signature of Authorized Certifying Official

Submitted Electronically

12e. Date Report Submitted
(Month, Day, Year)

07-14-2011