

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 02/22/2011

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> 25-43-B10010	<b>3. DUNS Number</b> 956072490
<b>4. Recipient Organization</b>  University of Massachusetts Lowell 600 Suffolk Street, 2nd Floor, Lowell, MA 01854		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 12-31-2010	<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>  Carol McDonough	<b>7c. Telephone (area code, number and extension)</b> 978-934-2784	
	<b>7d. Email Address</b>  Carol_McDonough@uml.edu	
<b>7b. Signature of Certifying Official</b> Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b> 02-22-2011	

**Project Indicators (This Quarter)**

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

Trainings continue with our partner sites, and additional trainers have been hired. These trainers continue to adapt trainings and create new modules when necessary. For instance, when a senior citizen requested training on video chatting to keep in touch with his family across the country, our trainers developed a module specifically around this topic, which will be used in future trainings. Furthermore, they have been keeping detailed records of training materials and lesson plans for our own records and for future program to replicate our efforts. Outreach and awareness continue to be a growing focus for the project. Trainers recently created a BTOP Facebook page, BTOP Twitter account, and a BTOP LinkedIn.com account, and a BTOP blog. These serve both as helpful tools during trainings on social networking, and keep the public tuned into the latest project updates. Informational brochures have been distributed to partner libraries in Lowell, Dracut, Chelmsford, and Lawrence. On-site informational events are projected to occur within the month of January. Furthermore, our program manager was trained in maintaining websites, and our BTOP site should go live early in Y2Q1. Our sub-grantee site United Teen Equality Center (UTEC) was gearing up to teach multi-media lessons to Boys & Girls Club and to Youth Build starting in January. These lessons will focus on projects such as creating your own video game and will compliment the trainings we have already developed and provide. They utilize a peer-training style and have created their own lesson plans and modules, based on the examples we provided. Furthermore, UTEC will work with Lowell Telecommunications (LTC) to create a public service announcement to be broadcasted on loop in the Greater Lowell community. This PSA will focus on the benefits of using computers and the internet, and will provide our contact information. LTC continues to run the BTOP program banner on loop in the public announcements. LTC has installed two wireless routers in two downtown businesses and they are planning a third by early in January. They also plan to install rooftop routers in the near future, which will be directed towards senior-citizen living facilities as well as towards a town common area, frequented by high school and college students. We had a successful meeting with Verizon's Regional Director of External Affairs. Through this connection we plan to increase wireless access in downtown Lowell, and expand our efforts into downtown Lawrence. This partnership will greatly increase both the number of individuals using broadband internet, but increases the sustainability of our efforts. We have also begun working with our small business partner to discuss a large purchase order to go in after the holidays, specifically printers and computer cameras for our partner sites. The printers will prove especially useful during our trainings with our unemployed parents who are learning job skills, such as how to create a resume. Now they will be able to see the end result of their lessons. Computer cameras are needed for the aforementioned trainings around video chatting, and will be highly utilized particularly by our elderly trainees.

**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	43	N/A
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).**

There was a significant period of time for which we were without a program manager. A new program manager was hired, and began working late in November. However there was a significant period of time where the efforts of others had to be redirected to managing the trainings. Additionally, our subcontractor, UTEC, had difficulty finding a program manager. This individual needed to have both the necessary technical skills to become the multimedia program manager, and also significant experience working with youth. While this process took a little longer than expected, an experienced person was hired for the position, and UTEC has already started computer trainings. Furthermore, we spent a significant amount of time with initial set up with our community partners. We wanted to make sure that the technology we brought into these sites would not only fit our needs, but was compatible with the needs of the sites. This may have taken extra time, but the rewards have been significant. All the sites are satisfied with the technology we have supplied, and it helped build initial trust with these sites, which has paid off in terms of smooth communication and positive working relationships. We continue to communicate with our two providers (Comcast and Verizon) to partner for outreach activities and to obtain subscription data.

**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
Training	partner sites	Hands-on broadband trainings with a focus on employment skills and health information (34% complete).	1,870	1,049	24	0
Awareness	Greater Merrimack Valley	Public information regarding broadband technology as critical to modern life and discussion of specific benefits a wired life will bring (27% complete).	7,828	1,501	0	0
Outreach	Greater Merrimack Valley	Public Information about UMass Lowell BTOP and specific program offerings (30%complete).	354,792	68,786	0	0
<b>Total:</b>			<b>364,490</b>	<b>71,336</b>	<b>24</b>	<b>0</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).**

Please see attachment A for additional information for 4a. We are surveying participants post trainings and outreach sessions to determine increases in subscribers. We have signed a subcontract for the public WiFi network build-out with Lowell Telecommunications Corporation. We are also developing contacts with broadband providers to obtain subscription information.

**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 did not propose to increase subscribers until the first Q of year two. However, we already have a modest increase in subscribers. We plan to launch a major campaign at public libraries and other public places, together with the two broadband providers in the area, to increase subscriptions. We also are obtaining information on broadband subscription and usage from the post-training surveys that we administer at each training site.

**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
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**Project Indicators (Next Quarter)**

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

A purchase order will be completed during the upcoming quarter, with printers and web-cameras being installed in our partner sites. Informational sessions for the public that had been in the planning stages in the previous quarter with local libraries will occur, with outreach to local community associations and organizations to help encourage attendance. We will continue to meet with our Verizon representative, and predict that by the end of Y2Q1 an agreement for their assistance in increasing WiFi in Greater Lowell will be finalized. Additional personnel will be hired by mid-January, which will increase the number of trainings conducted. A large portion of our efforts will be geared towards increasing subscribers and users, and we predict to see an increase in both subscriptions and usage in the area due to our efforts by the end of Y2Q1.

**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	60	N/A
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).**

Discussions with local broadband providers have only recently moved forward, and we had difficulty making initial contact. However, we are optimistic that our ongoing discussions with broadband providers Comcast and Verizon will result in their partnering with us at broadband fairs in public libraries and other public places, and with their providing data on subscriptions.

**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.

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		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	\$316,877	\$68,819	\$248,058	\$105,173	\$37,907	\$67,266	\$136,000	\$47,000	\$89,000
b. Fringe Benefits	\$36,813	\$4,252	\$32,561	\$11,322	\$3,747	\$7,575	\$15,141	\$4,881	\$10,260
c. Travel	\$1,050	\$0	\$1,050	\$1,130	\$0	\$1,130	\$1,400	\$0	\$1,400
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$69,300	\$4,400	\$64,900	\$52,933	\$2,075	\$50,858	\$60,075	\$2,075	\$58,000
f. Contractual	\$332,283	\$118,527	\$213,756	\$48,098	\$29,933	\$18,165	\$78,166	\$38,166	\$40,000
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$11,050	\$0	\$11,050	\$0	\$0	\$0	\$125	\$0	\$125
<b>i. Total Direct Charges (sum of a through h)</b>	\$767,373	\$195,998	\$571,375	\$218,656	\$73,662	\$144,994	\$290,907	\$92,122	\$198,785
<b>j. Indirect Charges</b>	\$211,714	\$0	\$211,714	\$69,088	\$0	\$69,088	\$92,200	\$0	\$92,000
<b>k. TOTALS (sum of i and j)</b>	\$979,087	\$195,998	\$783,089	\$287,744	\$73,662	\$214,082	\$383,107	\$92,122	\$290,785

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
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Empty space for providing additional details or comments.