

ANNUAL PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number 36-43-B10559	3. DUNS Number 161853940
4. Recipient Organization WILDWOOD PROGRAMS, INC. 2995 CURRY RD EXTENSION B, SCHENECTADY, NY 12303-2801		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2010	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </p>	
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 Andrew Karhan Director of Program Developmen	7c. Telephone (area code, number and extension) (518) 640-3355	
	7d. Email Address akarhan@wildwood.edu	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 01-26-2011	

PROJECT INDICATORS																																																
<p>1. Does your Sustainable Broadband Adoption (SBA) project foster a particular broadband technology or technologies? If so, please describe this technology (or technologies) (600 words or less).</p> <p>The project will foster the use of broadband video technology. The project seeks to utilize a variety of units that can be used in an array of settings from large or small conference rooms to individual homes. The technology strategy proposed is both highly cost-effective and innovative. One video server hub will serve all three organizations, with network management provided by Wildwood. Four different endpoint technologies will be implemented, so that relative costs and benefits can be assessed. These include a few room style video-conference systems, a small number of executive style desktop tele-presence units, and some ruggedized video phones. However, for the most part, the video endpoint technology being deployed consists of standards-compliant software running on conventional personal computers (Tandberg Movi on Macintosh or PC). This approach ensures that a full array of broadband services will be available to the largest number of people, given the federal funding requested.</p>																																																
<p>2a. Please list all of the broadband equipment and/or supplies you have purchased during the most recent calendar year using BTOP grant funds or other (matching) funds, including any customer premises equipment or end-user devices. If additional space is needed, please attach a list of equipment and/or supplies. Please also describe how the equipment and supplies have been deployed (100 words or less).</p> <table border="1"> <thead> <tr> <th>Manufacturer</th> <th>Item</th> <th>Unit Cost per Item</th> <th>Number of Units</th> <th>Narrative description of how the equipment and supplies were deployed</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td>N/A</td> <td>0</td> <td>0</td> <td>No equipment was purchased in this project year. All equipment will be purchased at the beginning of 2011. With an award date late in the year, purchase of the equipment was not possible given the time-frame related to accepting the contract and signing up for the ASAP system.</td> </tr> <tr> <td colspan="2">Totals</td> <td>0</td> <td>0</td> <td></td> </tr> </tbody> </table> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; background-color: #e0e0e0;">Add Equipment</div> <div style="border: 1px solid black; padding: 5px; background-color: #e0e0e0;">Remove Equipment</div> </div>					Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed	N/A	N/A	0	0	No equipment was purchased in this project year. All equipment will be purchased at the beginning of 2011. With an award date late in the year, purchase of the equipment was not possible given the time-frame related to accepting the contract and signing up for the ASAP system.	Totals		0	0																														
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<p>2b. To the extent you distribute equipment/supplies to beneficiaries of your project, please describe the equipment/supplies you distribute, the quantities distributed, and the specific populations to whom the equipment/supplies are distributed (600 words or less).</p> <p>Overall, this project does not distribute equipment and supplies to the beneficiaries of the project. The software needed to utilize the equipment is available through a free download. If individuals need equipment there is a small portion of equipment (HD Video Devices) that can be purchased through the grant and then distributed for use with personal computers in peoples homes.</p>																																																
<p>3. For SBA access and training provided with BTOP grant funds, please provide the information below. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent calendar year. For each type of training (other than open access), please count only the participants who completed the course.</p> <table border="1"> <thead> <tr> <th>Types of Access or Training</th> <th>Number of People Targeted</th> <th>Number of People Participating</th> <th>Total Training Hours Offered</th> </tr> </thead> <tbody> <tr> <td>Open Lab Access</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Multimedia</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Office Skills</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>ESL</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>GED</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>College Preparatory Training</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Basic Internet and Computer Use</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Certified Training Programs</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Other (please specify): N/A</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Total</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>					Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered	Open Lab Access	0	0	0	Multimedia	0	0	0	Office Skills	0	0	0	ESL	0	0	0	GED	0	0	0	College Preparatory Training	0	0	0	Basic Internet and Computer Use	0	0	0	Certified Training Programs	0	0	0	Other (please specify): N/A	0	0	0	Total	0	0	0
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<p>4. Please describe key economic and social successes of your project during the past year, and why you believe the project is successful thus far (600 words or less).</p> <p>At this point in the project it is difficult to identify key economic or social successes of the project. Once the technology is deployed into institutional sites and individual homes the true impact of the project will be able to be measured. This step in the project is expected to occur over the next two quarters.</p>																																																
<p>5. Please estimate the level of broadband adoption in the community(ies) and/or area(s) your project serves, explain your methodology for estimating the level of broadband adoption, and explain changes in the broadband adoption level, if any, since the project began.</p>																																																

<p>5a. Adoption Level (%):</p>	<p>Narrative description of level, methodology, and change from the level at project inception (600 words or less).</p>
<p>78</p>	<p>At this point the adoption level in the community has not significantly changed since the submission of the proposal. The adoption methodology was derived from data obtained from the Gadberry Group which can be found at http://broadbandbreakfast.com/wpcontent/uploads/2009/12/Take-Rate-Brief.pdf. The purpose of that analysis is to improve metrics used to characterize broadband adoption. According to this data, 12.4% of New York residences do not have access to broadband. However, our project is a Sustainable Broadband Adoption project and does not provide infrastructure. Rather, our project provides end user equipment and attractive services to promote adoption where it is available. The pertinent question is how many homes have access to broadband (100% - 12.4% = 87.6%) but do not subscribe (100% - 78.29%= 21.71%). Multiplying the number of homes who have access (87.6%) times those that do not subscribe (21.7%), we find a potential increase in subscribership of 19%,</p>
<p>6. Please describe the two most common barriers to broadband adoption that you have experienced this year in connection with your project. What steps did you take to address them (600 words or less)?</p> <p>At this point, due to only being in the beginning stages of implementation, we have not experienced barriers to broadband adoption. It is expected that once the technology is deployed and in use we will be able to accurately report the barriers at that time.</p>	
<p>7. To the extent that you have made any subcontracts or sub grants, please provide the number of subcontracts or sub grants that have been made to socially and economically disadvantaged small business (SDB) concerns as defined by section 8(a) of the Small Business Act, 15 U.S.C. 647, as modified by NTIA's adoption of an alternative small business size standard for use in BTOP. Please also provide the names of these SDB entities. (150 words or less)</p> <p>While sub-contracts have been signed and are in place, these sub-grants were not to socially and/or economically disadvantaged small business concerns as defined by section 8(a) of the Small Business Act.</p>	
<p>8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).</p> <p>At this point in the project it is too early to glean and best practices from the work done to date. Nevertheless, we have learned that careful and calculated planning of the project greatly help in implementing the project.</p>	
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