

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 02/24/2012

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> 12-31-2011	<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>  02-24-2012	

**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 we continue to expand into other community partners as well. We have experienced a continued increase in broadband adoption due to our efforts. We have been tracking the increase in subscriptions through our training with participants, outreach, and strengthening the wireless connection in downtown Lowell. We expect subscription rates to continue to rise.

We have met with representatives from Mary Immaculate Health Care, and have made significant progress moving forward as community partners. We spoke at length about the varied needs of the people in the facility (they have a rehabilitation unit, a nursing home, assisted living, independent living, etc.) and the types of trainings that would be most beneficial. We are in the process of researching the best computers for this site, and our trainers are going through volunteer orientation for Mary Immaculate. In October we conducted an employee workshop at the Chelmsford Public Library. While we have been holding trainings with library patrons since the summer, this was the first training for a group of employees. This training developed through feedback from the staff about issues that patrons often bring to their attention, and they have trouble answering (the focus was predominately on Microsoft Word). It was a one time, one hour session to see how well it was received. Due to the popularity, we are expecting to hold other employee sessions on other topics.

Our trainer at the Amesbury Senior Center created and conducted a low-vision computer course, per the suggestion of the low-vision support group at that particular center. She was approached by seniors who wanted to take the course, but have a particularly difficult time seeing the monitor. This trainer found articles, created handouts, and gave useful tips and suggestions for how to set up your space if your vision is poor. As a result, these seniors are now able to use a computer. This has led to her helping a few research purchasing computers for their home, which was something they thought they would never be able to do.

**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	72	
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).**

As was to be expected, trainings began to slow down mid-December due to the upcoming holiday season. Our community partners often need to begin wrapping up programs weeks in advance to accommodate staffs' end of the year tasks. Furthermore, student trainers entered into finals for their classes, and so trainings needed to be scaled back for this reason as well. We continue to lag below projected milestone completion rates because the program was not fully launched until the second quarter of 2010. No federal funds were expended in the first quarter of 2010. We expect to fully complete the program by the fourth quarter of 2012.

**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:

						<b>Businesses and/or CAIs</b>
Training	Partner Sites	Hands-on broadband trainings with a focus on employment skills and health information.	2,311	5,660	1,799	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.	206,222	87,379	785	0
Outreach	Greater Merrimack Valley	Public information about UMass Lowell BTOP and specific program offerings.	607,497	136,852	216	0
Other	Downtown Lowell	Installation of wireless routers in downtown Lowell for public access.	657	276	276	0
<b>Total:</b>			<b>816,687</b>	<b>230,167</b>	<b>3,076</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).**

From our pre-test surveys we determined that 52% of those surveyed reported that they did not use the internet. Furthermore, 61.2% of our training participants (who we did not physically sign up for a broadband program) reported that due to our trainings they would be "likely" to sign up for broadband. Therefore, we calculated that 61.2% of the 52% or 31.8% of our participants would likely subscribe to broadband as a result of our trainings (4254 participants x 31.8% = total is 1799). This percentage is similar to other estimated adoption percentages for similar populations (PEW Research Center, 2009). Please note, that we have administered additional surveys since the last quarter, however the percentages of participants who reported being likely to subscribe to broadband as a result of our trainings was not statistically different from the previously reported percentages, which is why we continue to use the same formula.

Our trainers have also personally assisted individuals in purchasing broadband, and we have counted those individuals as well (8 in total). Trainers have assisted participants by helping them find the right provider, navigating contracts, and even assisting some individuals in set-up and start-up of broadband in their own homes.

In addition, we are able to count the number of people using the wireless routers we installed in downtown Lowell. From this list we determined how many individuals signed onto the system at least twice, and counted these individuals as subscribers (264 in total).

Furthermore, our first public service announcement has been airing on-loop since April, and our second in September. We are confident that at least .75 of those who have viewed the PSAs have subscribed to broadband. Furthermore, we continue our efforts in leaving informational brochures at local libraries. We are confident that at least .75 of individuals who use the public libraries have subscribed to broadband as a result of our efforts. We were also featured as a significant community partner to the Lawrence Senior Center in the bilingual newspaper Rumbo, distributed to the greater Lawrence area. We are confident, given the respect both the Senior Center and Rumbo have in the larger community, that this write-up influenced at least .75 of the population to subscribe to broadband service.

In Q3 we held a public forum on broadband and broadband providers, which was taped and aired in November and December on public access in the town of Chelmsford. We are confident that at least 10% of the population of Chelmsford viewed our forum, and as a result 5% of those who viewed our event subscribed to broadband.

**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 are very close to the number of new subscribers we had projected in our baseline plan. While we provide information and technical assistance when possible for participants, we cannot control the cost of broadband, which has been cited in our surveys often as a prohibitive factor in purchasing broadband. We continue our work to install additional wireless routers downtown, but the wireless connection is still limited to a particular area of town, limiting the number of people who are able to access it. Since last quarter our forum on broadband has been aired on public access in the town of Chelmsford.

**4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.**

<b>Households:</b> 0	<b>Businesses and CAIs :</b> 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).**

Due to a change in leadership with our community partner LTC, we had to delay our work on increasing the wireless connection in downtown Lowell. However, we are back on track and we plan to have that additional wireless connection (contributed by our other partner, Jeanne D'Arc Credit Union) up and running by the end of Q1Y3. Furthermore, we continue to work to establish additional partnerships with Mary Immaculate Health Services and D'Youville, and we expect to see an increase in trainings provided due to these partnerships. We expect to begin discussions about the possibility of holding another broadband forum in another community

library. Our contact at the Chelmsford Public Library is confident that she can help our team reach out to other local libraries to see who might be interested in hosting a similar forum.

**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	79	
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).**

One particular challenge in the next quarter is that many of our trainers have recently graduated from school or are getting ready to graduate, and many have already started looking for full-time employment. However, we are in the preparing for trainings to wrap up roughly around the end of Q2Y3, so we have been preparing for the possibility of trainers leaving the program early.

Another challenge we expect, both in terms of training numbers and the possibility of moving forward with a second forum, is that we are in the middle of winter and people tend not to come out as much for these types of things. Based on trainings at this time last year, we expect that numbers may go down a bit, and with regards to the forum, we will probably start planning for an event, but wait until the spring to actually have it.

**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	\$243,048	\$69,389	\$165,098	\$283,838	\$77,950	\$205,888
b. Fringe Benefits	\$36,813	\$4,252	\$32,560	\$30,735	\$7,246	\$22,299	\$35,201	\$8,436	\$26,765
c. Travel	\$1,050	\$0	\$1,050	\$1,130	\$0	\$1,130	\$1,130	\$0	\$1,130
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$69,300	\$4,400	\$64,900	\$57,594	\$2,475	\$55,119	\$61,975	\$2,475	\$59,500
f. Contractual	\$332,283	\$118,527	\$213,756	\$235,132	\$103,432	\$109,667	\$239,099	\$103,432	\$135,667
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$11,050	\$0	\$11,050	\$1,500	\$0	\$1,500	\$1,500	\$0	\$1,500
i. Total Direct Charges (sum of a through h)	\$767,373	\$195,998	\$571,374	\$569,139	\$182,542	\$354,813	\$622,743	\$192,293	\$430,450
j. Indirect Charges	\$211,714	\$0	\$211,714	\$137,710	\$0	\$137,710	\$149,574	\$0	\$149,574
k. TOTALS (sum of i and j)	\$979,087	\$195,998	\$783,088	\$706,849	\$182,542	\$492,523	\$772,317	\$192,293	\$580,024

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.