

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 08/22/2013

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 6/30/2015

QUARTERLY 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 25-43-B10010	3. DUNS Number 956072490
4. Recipient Organization University of Massachusetts Lowell 600 Suffolk Street, 2nd Floor, Lowell, MA 01854		
5. Current Reporting Period End Date (MM/DD/YYYY) 06-30-2013	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> 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 Carol McDonough	7c. Telephone (area code, number and extension) 978-934-2784	
	7d. Email Address Carol_McDonough@uml.edu	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 08-22-2013	

Project Indicators (This Quarter)

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

During the extension phase of this grant, we have focused on training non-internet using seniors, since this group has been shown to be resistant to internet usage. Our research has found that this resistance is often not driven by economic factors, so much as by fear of new technologies or concerns about inadequacies. Our training sites are the Amesbury MA Senior Center and the Chelmsford MA Public Library. Using experienced graduate-level trainers, we have utilized a small-group or a one-on-one approach to broadband training. We have trained a total of eighty-five seniors, with a drop out rate of less than ten percent. In post-training surveys, most trainees report that they will now use the internet and approximately fifty percent report that they will subscribe to internet service if they do not already have access.

We have also begun to analyze survey information from our trainees during the first three years of the grant using the logit statistical model, which generates results on probabilities. Our preliminary findings show that young trainees are more likely to use broadband after training than older trainees. Education increases the probability of post-training broadband use. We have also found that the primary reasons why trainees who had not used the internet pre-training plan to do so post- training are greater comfort level, greater awareness of what broadband has to offer, and greater awareness of how using broadband can save time. All these preliminary findings are statistically significant at standard levels.

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	95	working toward grant completion
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).

Because we are training seniors using a very labor-intensive method, our training numbers tend to understate the intensity of our efforts and accomplishments. We are concerned as we near completion of the grant that we do not leave senior trainees without a full set of broadband skills and therefore have decided not to enroll new trainees whose training cannot be completed by August 31, 2013.

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 training	2,311	9,161	2,918	0
Awareness	Greater Merrimack Valley	Public information regarding broadband and discussion of the benefits of a wired life	206,223	87,379	785	0
Outreach	Greater Merrimack Valley	Public information about BTOP and specific program offerings	617,146	141,676	266	0
Other	Downtown Lowell	Installation of wireless routers in downtown Lowell for public access	1,862	798	798	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
Other	Greater Merrimack Valley	Assisting community members in applying for Comcast internet essentials program and assisting community members in subscribing to broadband	250	45	45	0
Total:			827,792	239,059	4,812	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).

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 overall participants would likely subscribe to broadband as a result of our trainings (9,131 participants x 31.8% = total is 2,903). 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 previous quarters, 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. During the extension phase, fifty percent of trainees (30 trainees) who did not have internet access before training reported in surveys that they planned to subscribe to broadband,so this statistic (15 subscribers) was included in the report on number of subscribers.

Our trainers have also personally assisted individuals in purchasing broadband, and we have counted those individuals as well (60 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 (798 in total).

Furthermore, our first public service announcement has been airing on-loop since April 2011, and our second in September 2011. 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. The partnership between BTOP and the Amesbury Council on Aging was featured in an article the in the Newburyport newspaper The Daily News. With a daily circulation rate of 9,649 we are confident that at least half of the people receiving this newspaper read this particular article, and around 1% of those individuals are likely to have signed up for broadband as a result of our efforts to promote the benefits of being connected.

In Q3Y2 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.

We have also worked to get the word out about Comcast's Internet Essentials Program, and also to assist community members in applying for this low-cost internet program. We have fielded questions regarding eligibility and the application process and we have assisted 20 individuals in applying for Comcast's Internet Essentials Program.

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).

The total number of new subscribers is below the targets provided in our baseline plan. We believe this is because the population in Massachusetts has a higher rate of broadband use (86.2%) than the overall United States (78%) and because tremendous technological advances have taken place since BTOP commenced in 2010. WiFi access is increasingly available and as a result, some potential subscribers rely on WiFi access to the internet. Moreover, the introduction of smart phones has also to some extent reduced the potential market for landline broadband. These technological advances have reduced the pool of potential new broadband subscribers. However, these advances have also increased the importance of the BTOP program, because they have widened the digital divide between broadband users and nonusers and have increased the need for everyone in the population to have broadband access. Our survey results indicate that there are several non-user groups: those who do not know how to use a computer and have obstacles in the way of learning the way others have learned, those who cannot afford a computer and broadband access, and finally, those who believe they will not benefit from using the internet. . During the extension phase of the program, we are focusing our training on resistant pockets of non-use among seniors, as noted above. Our surveys show that seniors who can afford

broadband access often do not subscribe because of the fear of the new technology and the fear of appearing inadequate to others. Using a highly labor-intensive approach, sometimes one on one, we have had excellent success in having these seniors subscribe to broadband. However, highly labor-intensive training yields fewer subscribers per training hour.

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).

We are beginning to wind down our trainings. No new trainees will be accepted during the next quarter, except in the cases where we are confident that we can complete training by the end of August. All training activities will end on or about September 1, 2013. During this last quarter of the grant, we are conducting data analysis of our pre and post surveys of trainees to obtain information on the nature of the demand for broadband among seniors.

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	99	we expect to essentially complete the grant
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).

We do not expect any major challenges during the final quarter of this grant. However, we are alert to the need to transition our partner sites and our trainees toward program completion.

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	\$326,868	\$81,357	\$245,510	\$349,749	\$81,357	\$268,392
b. Fringe Benefits	\$36,813	\$4,252	\$32,560	\$43,470	\$8,734	\$34,736	\$41,584	\$8,734	\$32,850
c. Travel	\$1,050	\$0	\$1,050	\$1,130	\$0	\$1,130	\$1,050	\$0	\$1,050
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$69,300	\$4,400	\$64,900	\$58,801	\$2,475	\$56,326	\$58,801	\$2,475	\$56,326
f. Contractual	\$332,283	\$118,527	\$213,756	\$314,688	\$103,432	\$211,256	\$314,688	\$103,432	\$211,256
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	\$746,457	\$195,998	\$550,458	\$767,372	\$195,998	\$571,374
j. Indirect Charges	\$211,714	\$0	\$211,714	\$187,432	\$0	\$187,528	\$211,714	\$0	\$211,714
k. TOTALS (sum of i and j)	\$979,087	\$195,998	\$783,088	\$933,889	\$195,998	\$737,986	\$979,086	\$195,998	\$783,088

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.