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 25-43-B10582	3. DUNS Number 958165953

4. Recipient Organization

BOSTON, CITY OF 1 CITY HALL PLAZA RM M4, BOSTON, MA 022011001

5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2012	6. Is this the last Annual Report of the Award Period? ◯ **Yes** ◉ **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 Bruce Havumaki	7c. Telephone (area code, number and extension) 617-635-1300
	7d. Email Address Bruce.havumaki@cityofboston.gov
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-28-2013

PROJECT INDICATORS

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).

Technology Goes Home (TGH) and Online Learning Resource (OLLR): The programs provide participants with a netbook computer OLLR provides those who successfully complete OLLR with a Windows-based netbook. The exact manufacturer changes based on availability. The rationale for this decision includes the ease of transporting the devices (many families take public transit), the ease of acquiring a signal in wireless access points (they have a wireless NIC card), the small amount of space required in the participants' homes, and the ability for the device to be mobile – allowing participants to go to free wireless sites in their community if they are not able to access the Internet at home. These devices provide sufficient computing capacity for participants to use them in advanced classes.

Connected Living (CL): High Speed Internet access is currently provided to the Boston Housing Authority buildings in this program through cable modems. For $50 graduates and receive a voucher to purchase a computer or broadband service.

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).

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	n/a
Acer	Acer Aspire	208	1,000	On the last day of the training, the netbooks are delivered directly to the training site and given to the trainer who distributes the equipment to the parents. Parents pay their $50 co-pay directly to the vendor. The cost listed has already been reduced by the co-pay.
Acer	Acer Aspire	262	1,000	On the last day of the training, the netbooks are delivered directly to the training site and given to the trainer who distributes the equipment to the parents. Parents pay their $50 co-pay directly to the vendor. The cost listed has already been reduced by the co-pay.
Acer	Acer Aspire	271	1,000	Acer pilot. Similar deployment to netbooks
Samsung	Samsung Galaxy Tab	258	17	Galaxy pilot. Similar deployment to netbooks
Acer	Tablet	249	45	On the last day of the training, the netbooks are delivered directly to the training site and given to the trainer who distributes the equipment to the parents. Parents pay their $50 co-pay directly to the vendor. The cost listed has already been reduced by the co-pay.
Apple	iPad	479	10	Similar to above, used with children with significant disabilities (physical disabilities, autism, blind)
Apple	iPad	405	9	Similar to above, used with children with significant disabilities (physical disabilities, autism, blind)
Apple	iPad	359	5	Similar to above, used with children with significant disabilities (physical disabilities, autism, blind)
Totals		2,491	3,086	

Add Equipment	Remove Equipment

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).**
OLLR: The program's graduates, who are out of work adults, will be eligible to purchase a netbook with a $50 co-pay.

TGH: We distribute computers/tablets to all families/participants who participate in TGH. Thus far, we have completed training with 3,575 families and 1502 solo participants for a total of 5,077 households (a total of 8,574 individuals) receiving technology and training. Based on our parent survey, our students include:
- 91% people of color
- 52% report their first language other than English
- 86% have no college diploma
- 32% have no high school diploma
- 60% report having a household income under $30,000
- 40% of school based classes have students with an identified special need

CL: After 12 hours of Internet/broadband training, the resident is given a "broadband assessment" to determine "adoption" of broadband. Upon passing broadband assessment and the receipt of a $50 copay from resident to BHA, the resident is given a voucher to redeem for one laptop for use in their apartment for the duration of tenancy and free internet in their apartment through August of 2012. At the end of Q3 2012 there were 141 graduates of the program that were eligible for vouchers.

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 <u>cumulatively</u> 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 <u>completed</u> the course.

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Open Lab Access	793	793	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	8,574	8,574	126,610
Certified Training Programs	0	0	0
Other (please specify): OLLR	361	361	86,640
Total	9,728	9,728	213,250

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).

OLLR: OLLR focuses on unemployed and underemployed adults who do not have the technology and workforce readiness skills to be successful in jobs requiring any kind of technology skill. For the most part students live in the greater Roxbury neighborhood which is one of the most socially disadvantaged neighborhoods of Boston. While complaining about the amount of work required to be successful in OLLR, participants are recommending it to peers and the classes are always fully subscribed. Managers of One-Stop Centers and other placement agencies continue to contact the TSN to ask how their organizations can partner with us to provide technology training to their clients and employees.

TGH: Based on our pre survey, 64% of parents had never participated in their child's school before TGH @ School. Based on our post survey, 98% of parents are now planning to be more involved in their child's school. 80% of participants state they are more likely to use on-line resources for banking, 88% say they are likely to use on-line resources for job searches, and 98% would highly recommend TGH to others. We currently have more demand than we can meet and the word is spreading quickly to other cities and states. The people from outside Boston who request information are given unfettered access to our assets (curriculum, web site, flyers, videos).

CL: The program has brought awareness of broadband and social connections through Connected Living Community Program Managers and Connect Living employees donating their time and resources to fund multiple BHA community Holiday Celebrations which brought people together within the buildings.

Program participants now have education and access to online shopping, online banking and government resource information sources. We continue to impact participants through wellness training and resume building.

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.

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).

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70	The three sub-recipients of this grant work with very different populations and the adoption levels of these communities vary dramatically. For example, TGH is seeing rates which average near 70% before attending classes and at rates as high as 90% after attending classes. Because most are families with school aged children, the adoption rate is thought to be high. CL, on the other hand, reports a current level of 27%. Question 5a allow entry of a a single number between 1 and 100. Because of the diversity, we choose to enter 70%, the low end of the TGH adoption rate since TGH @ School represents approximately 80% of the entire grant population. TGH - Currently, TGH has each adult participant fill out an application, complete an on-line pre-survey in the first class, a post-survey in the final class, and a six-month and one year follow up survey. The data indicates that there are far higher rates of existing access than originally thought. This is especially true for participants who are parents of school-aged children. All trainers are asked to prioritize their classes by including un-connected participants at the top of the list. Currently we have 479 adoptees. We base this number on our starting percentages (from pre-survey) and the data collected in the post, and follow up surveys. Using the surveys percentages of adoption (before and after), we extrapolate to find the percentage of the whole. Currently, the follow up survey indicates Internet access rates of 90%. CL: Broadband adoption is trackable through a combination of Connected Living Network reporting and CPM status reports.

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)?

OLLR: Many OLLR students already have some kind of broadband in their homes. Others are ineligible for reduced rates from Comcast and the market rates available to them are out their means.

TGH: We found there were more adoptees than we had anticipated. We work hard to find additional funds to run the program so that we can reduce the waiting lists that exist in many of our sites. We are now having to limit our 130 sites to fewer classes per year so that we can spread out the availability across the city.

CL: 1. There was a delay in bringing broadband to the apartments of residents who graduated from the CL Program. We felt that this delay could have affected our recruitment and adoption with the second round of computer learning classes. We worked closely with the BHA to get the situation resolved.

2. Some of the issues we faced with residents not completing their classes was due to Illness, language barrier, family commitments or the lack of computer benefit awareness. We were able to help with the language barrier by bringing in a Chinese interpreter to attend many of our classes, this made a substantial difference in participation.

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)

OLLR: All sub grants to date for OLLR have gone to non-profits who house Timothy Smith Centers. Equipment is purchased through HiQ, a minority, woman-owned business.

8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).

OLLR:
1) Keep control of all aspects of the program. TS Centers were allowed to recruit their own students and many did not recruit students who were focused on procuring employment or participating in advanced technology classes. While we conducted many train-the-trainer sessions, the TSN did not have a say in the selection of instructors resulting in uneven quality of instruction and ultimate results.

2) Once we implemented the internship program, we discovered that many graduates were not successful in procuring employment because they could not (or would not) follow the directions in the job descriptions and could not complete employment applications in a timely manner. We are stressing these skills in current and subsequent cycles of OLLR.

TGH: Careful data collection is very helpful to ensure efficacy of the program. Multiple surveys (on-line, via phone, on paper) are administered and examined. Further we use Google analytics to look at our site use and bounce rate. Through this data we have been able to pro-actively adapt the program to meet the needs of our participants. For example, the number of non-English speaking participants has risen - providing direction regarding trainer preparation and translation.

CL - Illiteracy is high in the low income public housing space therefor any relationships that will promote literacy training in buildings is desired. Secondly, there exists a language barrier in public housing so technology adoption programs must be offered in supporting languages. Finally community program managers/trainees are best suited when they represent or are familiar with diverse neighborhood surrounding the housing authority building.