QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted	2. Award Identification Number	3. DUNS Number
Department of Commerce, National Telecommunications and Information Administration	36-43-B10512	884226288

4. Recipient Organization

NYC Dept. of Information Technology & Telecommunication New York City , 75 Park Place, New York, NY 10007

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
12-31-2011	○ 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	7c. Telephone (area code, number and extension)
Anne Kathryn Hohman	212-513-6484
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7b. Signature of Certifying Official	**7e. Date Report Submitted (MM/DD/YYYY):**
Submitted Electronically	02-21-2012

Project Indicators (This Quarter)

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

During this 4th quarter of 2011, NYC Connected Learning (NYC-CL) continued to deliver key services to all participating schools, the combination of which is having an increased impact on home internet access and the increased use of online technologies for schools with students and parents.

Significant school service accomplishments this quarter include:

CFY delivered 35 Family Learning Workshops (FLWs), providing training and Home Learning Centers (HLCs) to 3,768 families (or 8,374 students and family members). At these FLWs, 632 volunteers provided 2,807 hours of support. CFY also provided training to 239 teachers on their powermylearning.com website.

Instructional Technology Coaches (ITCs) from Teaching Matters and AUSSIE continued implementing school professional development plans that includes work with teachers and parents. Collectively the vendors provided 7,000 hours of training to teachers, expanded services for parents providing training sessions to 691 parents, and provided support to 15 parent coordinators to help strengthen their schools' parent engagement work. ITCs from both vendors also put together model instructional projects that were demonstrated to our principals and school leaders at a December NYC-CL convening.

City University of New York (CUNY) interns provided 17,024 hours of technical support to schools and worked with the DOE to improve communications with schools when there are issues with interns.

MOUSE held 2 Team Trainings, centralized trainings for students and coordinators from all schools. MOUSE's contracted trainers conducted 47 on-site school visits, providing support to coordinators and students on the implementation of the squad help desk and curriculum. At one NYC-CL school, Public School 43, the MOUSE Squad has been so successful and the demand from students so high, that a second Squad was established specifically for 6th graders. (The MOUSE squad usually has 6-8th graders as one squad.)

The DOE organized a December 2011 convening of participating school principals, conducting sessions on parent engagement strategies, technology planning and demonstrating best practices in instructional technology. The event was attended by 40 schools. Administratively, the DOE continued work with partners and staff to monitor and meet the February 2012 67% spend rate. On staffing, the DOE hired two new staff - a Senior Project Manager and Project Assistant to work primarily on supporting our operations/finance work. The DOE also collected all of the match contribution from participating schools, equaling just over $974,000 towards our required city match.

Finally, the City has continued discussions on sustainability with its partners, and with Commerce. It has also broadly continued to implement and improve its administrative structures and processes.

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**	46	Total expenditure EXCEEDS projection in Baseline Plan by 2%, due to steps taken by City to accelerate program expenditures in the last quarter.
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).

NYC-CL vendors submitted invoices on December 15 and under the new invoice review process, the DOE would have paid them out by December 30th. The DOE was not able to meet this deadline due to the end of month holiday and vacation schedules. All of those

invoices will, however, be paid within the month of January.

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
Family Learning Workshop	New York City, NY (All Boroughs) - Schools	CFY's Family Learning Workshop is designed to inform and motivate families to use their Home Learning Centers and online educational software in order to help their children succeed academically. By tying broadband to their child's success in school, the workshop aims to make broadband highly relevant (a key adoption factor) in order to achieve sustained, long-term broadband adoption. CFY Family Trainers lead the hands-on workshop sessions, and CFY onsite Customer Service Representatives and Volunteers provide families with additional coaching and guidance. Family Learning Workshops are conducted in both English and Spanish. Specific topics include: • Introduction (computer set-up, Windows basics, CFY Help Desk) • Internet Guidance (Internet safety, digital citizenship) • Learning Together (parents' role in learning with their children) • Using your Home Learning Center (exploration of installed educational software, productivity software, and accessibility tools) • Using Broadband to Learn Online (exploration of hundreds of free educational software curated at MyHomeLearning.com and instructions for accessing free subscriptions of additional software titles) • Enrolling in Discounted Broadband Programs (information and application to enable families to enroll in Time Warner Cable and Cablevision discount programs)	33,464	27,775	5,185	0
School Outreach: Students	New York City, NY (All Boroughs) - Schools	CFY conducts multipronged outreach in order to orient educators, students and families to the program. • Kick-off meeting CFY holds a Kick-off meeting with the school's designated project implementation team covering: o Overview of project implementation plan o Overview of outreach plan o Schedule additional meetings & CFY outreach days • Outreach Tools CFY program team prepares outreach documents and project management web tool for outreach collaboration with school implementation team, including: o Invitation Packets (Bi-lingual, English & Spanish) o Reminder Notices (Bi-lingual, English & Spanish) o Web based project plan and timeline • Reaching Students and Families o In-class student training: CFY team meets with each 6th grade class at least twice prior to the Family Learning Workshop to train students about the program and encourage them to attend the Family Learning Workshops with their families. o Calling Families: CFY team trains a team of school staff to call each family to explain the opportunity and encourage attendance. In addition, CFY facilitates a volunteer staffed call-bank to provide additional support to the schools in calling families. o Targeted Outreach: CFY staff identifies students and families that have not responded or have not been reached in order to focus targeted outreach to these families. o Teacher Orientation: CFY staff leads a brief orientation with teachers to review the program and encourage teacher support in the outreach effort.	15,278	14,514	0	0
School Outreach: Teachers	New York City, NY (All Boroughs) - Schools	Teaching Matters & AUSSIE provide training to help teachers utilize on-line educational tools to extend learning into the home.	10,000	8,069	0	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
School Outreach: Teachers	New York City, NY (All Boroughs) - Schools & Online	CFY staff conducts an Introductory Teacher Workshop for all 6th grade teachers at our partner schools. This is a 1.5 hour hands-on workshop where teachers get in-depth training on CFY's online and offline resources, with guidance on using technology to connect school to home and motivate broadband use by families.	500	506	0	0
School Outreach: School Staff	New York City, NY (All Boroughs) - Schools & Online	MOUSE provides curriculum, training and online tools to train squad coordinators on tech squad operations, facilitation and youth development tactics to further engage student cohorts in technology and media learning on- and off-line.	360	342	0	0
School Outreach: Students	New York City, NY (All Boroughs) - Schools & Online	MOUSE provides training in MOUSE Squad operations, tech support tactics, computer maintenance and repair, teambuilding, and related technical topics for students on- and off-line.	614	503	0	0
Total:			**60,216**	**51,709**	**5,185**	**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).

PLEASE NOTE: Per guidance from the Department of Commerce, the number of new household subscribers listed above in the first SBA activity represents the total number of new household subscribers garnered through all SBA activities together. Likewise, each subsequent SBA activity shows "0" new household subscribers *only to avoid counting the total number of new subscribers more than once.* Please additionally note, that, per guidance from the Department of Commerce, each activity listed in the SBA Activities chart above shows the unique number of individuals targeted and participating in that activity, such that an individual that is targeted by or participates in more than one SBA Activity is counted separately in each. This strategy means that the total amounts for these columns represent SBA Activity "touchpoints" rather than unique individuals.

Notes regarding the calculation used to determine "target audience" figures for the two CFY SBA Activities above:
FLWs Target Audience is determined by taking the number of Actual Participants divided by the percentage rate of families attended, based upon total 6th grade enrollment numbers as per central DOE data. (e.g. 6207 / 83% = 7478). In CFY's School Outreach figures, students represents the actual # of students that were provided outreach activities. This assumption is that 5% of students are absent on any given day and so this number is determined by taking 95% of 6th grade student enrollment across all the schools being served.

Our measurement methodology has not changed. It involves estimating both (A) "New Adoption" by families who had not adopted broadband upon program initiation and (B) "Net Adoption" by families who had broadband adoption upon program initiation and were retained on broadband as a result of the program.

CFY generates a unique CFY ID for every student served. This ID is used during the family registration process and is also permanently affixed to the Home Learning Center. The CFY ID is the critical data field to allow broadband research. At the Family Learning Workshop, CFY gathers basic information for every CFY ID, including technology adoption status and phone numbers. Every family is characterized into one of six groups based on their pre-workshop technology adoption status (groups 1-4 = not broadband adopters; group 5-6 = broadband adopters) which break down as follows:

Group 1 -- no computer / no broadband
Group 2 -- yes computer (but not educationally focused) / no broadband
Group 3 -- yes educationally focused computer / no broadband
Group 4 -- no computer / yes broadband
Group 5 -- yes computer (but not educationally focused) / yes broadband
Group 6 -- yes educationally focused computer / yes broadband

To estimate New Adoption, CFY conducts phone surveys (at least three months after the Family Learning Workshops) of families who were not broadband adopters at the time of the workshop, using staff and volunteers with different language skills to reach our multi-lingual families CFY aims for a sample size within each group that enables extrapolation by group with at least 90% confidence within at least 5% margin of error. The phone survey data is then extrapolated for each group in order to estimate the number of families who have become New Adopters.

To estimate Net Adoption, CFY conducts phone surveys (approximately one year after the Family Learning Workshops) of families who were broadband adopters at the time of the workshop. This data, compared to typical broadband retention rates of low-income families, is used to determine the number of families who have become Net Adopters. The same sample size methodology (described

for New Adoption estimate) will be used for measuring Net Adoption. CFY is investigating how we will measure the baseline for "Net Adoption" and is contacting people in research organizations that have done broadband surveys in the past to learn if we can find a baseline level of churn for low-income populations against which we can compare the results for our families.
In the case of both New and Net Adoption, the survey data reflects total adoption among the groups surveyed, including both market-rate and discount-rate adoption.

Best practice suggestion: CFY had originally considered conducting the family broadband assessment calls by using a 3rd party service. However, they decided instead to conduct these calls by using a small staff of part-time callers managed directly from the CFY NYC office. The approach has enabled CFY to develop and refine a high-quality assessment script while also being able to monitor the call quality and data integration on an ongoing basis.

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).

Cumulatively, the City estimates that 5,185 families have adopted broadband compared to the target of 4,407 families provided in our baseline plan. And 1,056 families have secured discounted broadband through our partnership with Time Warner Cable and Cablevision.

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

Households: 1,056	Businesses and CAIs : 0

Project Indicators (Next Quarter)

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

Next quarter, NYC-CL plans to serve approximately 3700 families through the Family Learning Workshops and continue doing outreach to encourage home broadband adoption.

Our professional development vendors will continue to strengthen the school/home connection by developing collaborative school websites, communications platforms and the use of online tools for differentiated instruction and research. The ITCs will continue to help school leaders and teachers develop, implement, and evaluate web 2.0 projects into their curriculum and existing units of study, according to the ISTE standards and Common Core Standards. ITCs will continue to model best practice integration of existing school technology (computers, laptops, mobile devices) and software into lessons and units of study in support of school achievement initiatives

MOUSE will continue with their scheduled calendar of training events, both online webinars and and onsite assistance to keep squad coordinators engaged and supported. And CUNY will work to replace 4 interns that resigned in this quarter.

The City will continue planning for the third year of the program for our schools, which would begin on July 1, 2012. The current plan is to continue with CFY's digital learning program (home learning centers, technical support, family and teacher training), broadband adoption program and professional development.

The City additionally plans to complete 67% of its Milestones, per the Federally-mandated deadline of 2/29/12.

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**	73	Projected expenditures EXCEED target provided in Baseline Plan by 6%.
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).

No challenges or issues anticipated at this time.

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.

Cost Classification	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		
	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	$161,412	$161,412	$0	$118,959	$118,959	$0	$138,449	$135,953	$2,496
b. Fringe Benefits	$82,320	$82,320	$0	$41,713	$41,713	$0	$48,820	$47,672	$1,148
c. Travel	$0	$0	$0	$0	$0	$0	$0	$0	$0
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$0	$0	$0	$0	$0	$0	$0	$0	$0
f. Contractual	$285,120	$0	$285,120	$234,588	$0	$234,588	$274,737	$0	$274,737
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$27,498,339	$5,620,634	$21,877,705	$12,458,629	$2,476,443	$9,982,186	$20,014,680	$4,732,245	$15,282,435
i. Total Direct Charges (sum of a through h)	$28,027,191	$5,864,366	$22,162,825	$12,853,889	$2,637,115	$10,216,774	$20,476,686	$4,915,870	$15,560,816
j. Indirect Charges	$0	$0	$0	$0	$0	$0	$0	$0	$0
k. TOTALS (sum of i and j)	$28,027,191	$5,864,366	$22,162,825	$12,853,889	$2,637,115	$10,216,774	$20,476,686	$4,915,870	$15,560,816

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