

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 53-43-B10595	3. DUNS Number 002799641
4. Recipient Organization Toledo Telephone Company, Inc. 183 Plomondon Road, Toledo, WA 98591-9709		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2013	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input checked="" type="radio"/> Yes <input 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 Dale Merten C.O.O.	7c. Telephone (area code, number and extension) 360-864-2044	
	7d. Email Address BTOP@toledotel.com	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 03-24-2014	

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). We used DSL, Ethernet and Satellite technologies.</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>				
Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
Microsoft Office For Students	MS Office	279	761	MS Office was installed on each new laptop for participants to learn and use.
Dell	Inspiron 1500	553	308	Laptops were issued after participants completed a basic computer training class. Laptops were deployed during the broadband installation process on the customers premises.
BEC DSL Modems	7400 GMT	79	501	This item is delivered and installed by Toledo Telephone technical staff for each household or business that completes the minimum training requirement.
WildBlue	Satellite Dish	252	260	This item is delivered and installed by Toledo Telephone technical staff for each household or business that completes the minimum training requirement.
HP	HP-655	551	453	Laptops were issued after participants completed a basic computer training class. Laptops were deployed during the broadband installation process on the customers premises.
Various	Wireless Mouse	9	761	This item is delivered and installed by Toledo Telephone technical staff for each household or business that completes the minimum training requirement.
WildBlue	Satellite Modem	189	260	This item is delivered and installed by Toledo Telephone technical staff for each household or business that completes the minimum training requirement.
Totals		1,912	3,304	
<input type="button" value="Add Equipment"/>		<input type="button" value="Remove Equipment"/>		
<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). Supplies we distributed to participants include a new Dell or HP laptop computer with Windows 7, Microsoft Office for Students, one DSL modem or WildBlue system. 758 total computers and software were distributed with 501 DSL subscribers and 257 Wildblue subscribers.</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 <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.</p>				
Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered	
Open Lab Access	750	715	0	
Multimedia	750	700	7,000	
Office Skills	750	625	7,500	
ESL	0	0	0	
GED	0	0	0	
College Preparatory Training	0	0	0	
Basic Internet and Computer Use	750	750	30,000	
Certified Training Programs	0	0	0	

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Other (please specify): Social Media	750	230	2,760
Total	3,750	3,020	47,260

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).

Our project has touched hundreds of lives and provided skills and internet access to a segment of the population that would otherwise, probably never adopt broadband. Our participants came from all walks of life. Participants included low income senior citizens. Some were chronically unemployed either due to the economy or low education levels or combination of both. Some were now able to provide broadband access to their children so they could complete homework assignments and no longer be at a classroom disadvantage. Many learned how to search job listings on the internet, submit well written and complete applications which resulted in new job opportunities. However, the best example we can provide of our project's success was written by one of our participants.

I include it here with permission:

Since I started the BTOP program, I have been on an incredible journey. Four months after the program began, in September, I enrolled in Centralia College, taking a full load of credits. I am working toward my Associates degree in Applied Science. I am now in my third quarter, and am holding a 3.6 GPA. After I reach this goal, I will enroll for my Bachelors degree in Applied Science in Management. The BASM degree is new at Centralia College this year. Since all of the homework is on the computer, through Angel learning, Math XL, and Dragon naturally speaking voice recognition system, without a basic knowledge of the use of a computer, it would be impossible for me to study. Therefore, I would still be on permanent Social Security disability. However, within the next year, I should be able to secure employment in the Energy Industry. The starting wages for the positions I will apply for is \$60,000 gross annually. So, you see how important it is, and it's all because of Toledo Telephone and the BTOP program.

As part of my disability, typing is not only painful but is very hard to do considering I cannot feel the keys on my fingertips. Using the Dragon speech recognition system, I can now type upwards of 120 words per minute, and soon I will have close to 98% accuracy. In my opinion, that is incredible. That will surely look good on any resume. Also, my back cannot stand the pressures of working in the jobs that I have previously been trained to do. At my age, this could be devastating. However, with these new tools (computer, Dragon, and education), I now have a new lease on life. Further, I will not have to sit on my keister and watch my wife work her tail off trying to make ends meet. Not that she is having troubles, but it should not be necessary, as I have a good brain and I can use it instead of my body to help us live comfortably.

I have been invited to join the honor roll at the college, and I will be able to use that to my advantage. From what I've been told, being on the honor roll will open more doors for me i.e. employment, scholarships, etc., and will look good on a resume as well.

So you see, what you and this program have done for me is more than I could ever hope for, and I am eternally grateful. If there is anything that you folks need, if it is within my means, all you have to do is ask.

Sincerely, Robert Smith

PS. I used Dragon speech recognition for this entire e-mail message.

RS

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).
94	Each new subscriber must identify on the application if they are applying as a residence or business. Toledo Telephone is the primary broadband provider in the area, therefore we know our current subscription rate and can measure the increase in subscribers from this program. We survey our participants during and after training, and will survey again at the end of the program to determine sustained subscription rates.

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)?

The two most common barriers have been lack of basic computer skills and many people do not believe the internet has relevance or would provide any value in their lives.

Within these two issues, we found a subset of people that wanted to adopt broadband because they either new a friend or family member that has told them about their experiences, or they had a specific need like searching for employment. However, this group lacked even basic computer skills. They not only couldn't type or use a mouse they didn't even know how to turn a computer on. Skills

that many of use take as second nature today. But for someone that has never experience the look and feel of a keyboard, or computer, it is a daunting task. Since they had no computer experience, they also didn't know what type of computer to purchase. Most had heard the stories about obsolescence and were concerned they would need to replace or upgrade constantly. Our program provided a friendly classroom environment that allowed all participants the ability to learn very basic skills all the way to advanced classes in Word, Excel and PowerPoint. The program also provided a high quality Dell or HP laptop with enough memory and disk space to avoid obsolescence for the next several years.

The other main group were folks that simply saw no reason to access the internet. Most of the people in this group were elderly however, there was a number of younger families that were of this belief. These people did not respond to our direct mail or poster campaign. To them, it was just more junk mail. Our door to door outreach efforts were a key element in explaining and discussing how broadband may in fact add value to these people's lives. We met face to face with hundreds of people and were able to give examples or show them what is available. One example is an elderly woman who has many grandchildren. She was certain she had no use for the internet until we showed her grandchildren's pictures on Face Book. Another was a low income family that was greatly concerned about all the bad things they have heard is on the internet. However, their school age children are required to do homework on-line and their grades were below the rest of the class. We explained how they can control what flows both ways via the internet and walked them through how with their help, we can ensure their childrens safety.

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)
None.

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

We learned to be successful, a program must take an holistic approach. Simply providing a single component would not have had the impact we have achieved. People who do not actively seek broadband have complicated reasons and deep beliefs on why they don't subscribe to broadband. We believe that every barrier to broadband adoption must be addressed. Broadband access, computer literacy, computer ownership, relevance, cost are all intertwined and are not easily separated.

We learned that direct mail campaigns and traditional print advertising are extremely poor values. Consumers are overwhelmed with junk mail, radio and TV ads and will not take 20 seconds to read something that says "Free Computer, Free Training, Free Installation, Free Broadband" Our door to door campaign was the most effective means to explain our program. Most of the people we met with said they never heard of our program even though we had sent them many direct mailings. Meeting face to face gave us the ability to have a dialogue, a conversation about what a program such as this can mean to every individual.

Computer literacy training was one of the most important areas that helped our success. A well rounded curriculum that provides a learning environment for everybody regardless of age, income, ethnic background or computer skill level is paramount. Access to classes scheduled at various times during the week and weekends benefited participants greatly because they could attend class when it worked for their schedule. However, the most important factor was the instructors in the classroom. One teacher in particular, Mary McClain was wonderful with her students. She had empathy, compassion and a unique ability to communicate to all levels of students. We received constant feedback from participants on how much they "love" Mary. The quality of the curriculum is no better than the quality of the instructors. We had the best.